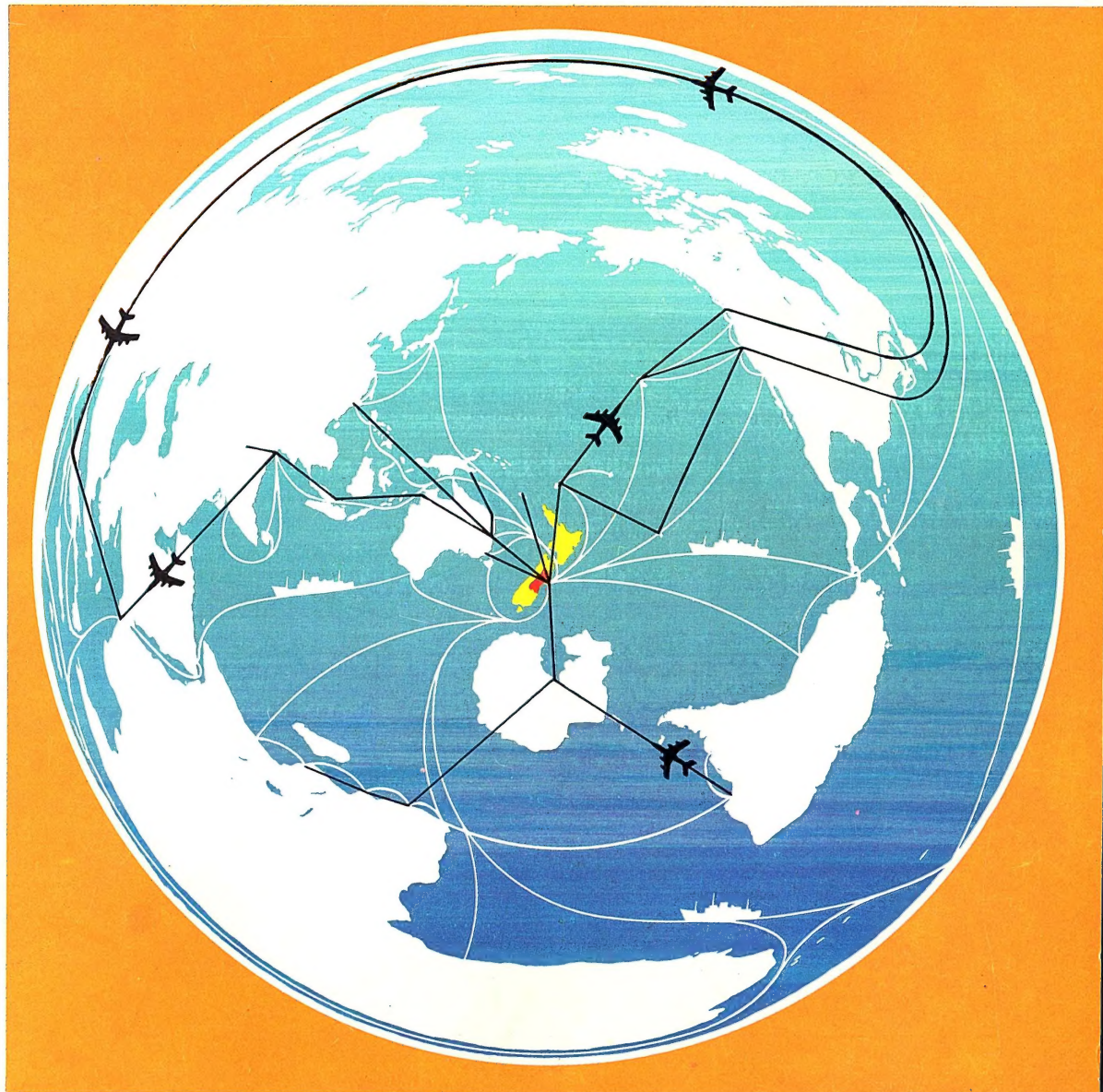
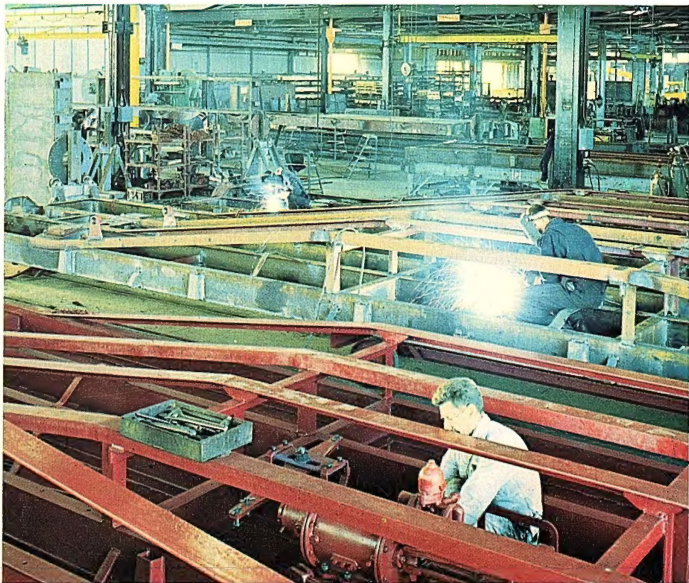
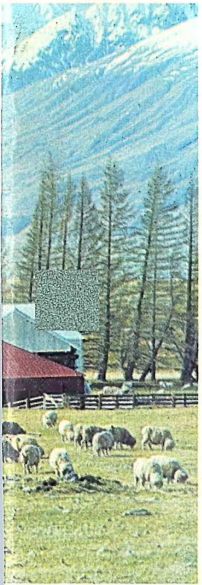


CANTERBURY NEW ZEALAND



With the Compliments of North Canterbury Sheepfarmers' Co-operative Freezing Co. Ltd., Exporters of Frozen Meat, P.O. Box 29, Kaiapoi

LEGEND

Roads— Principal touring routes ————
 Important connecting touring routes - - - - -

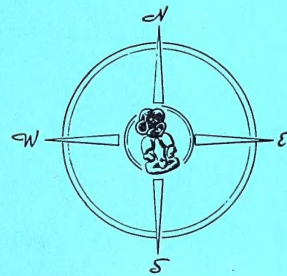
Tracks - - - - -

Railways - - - - -

Largest Towns ————

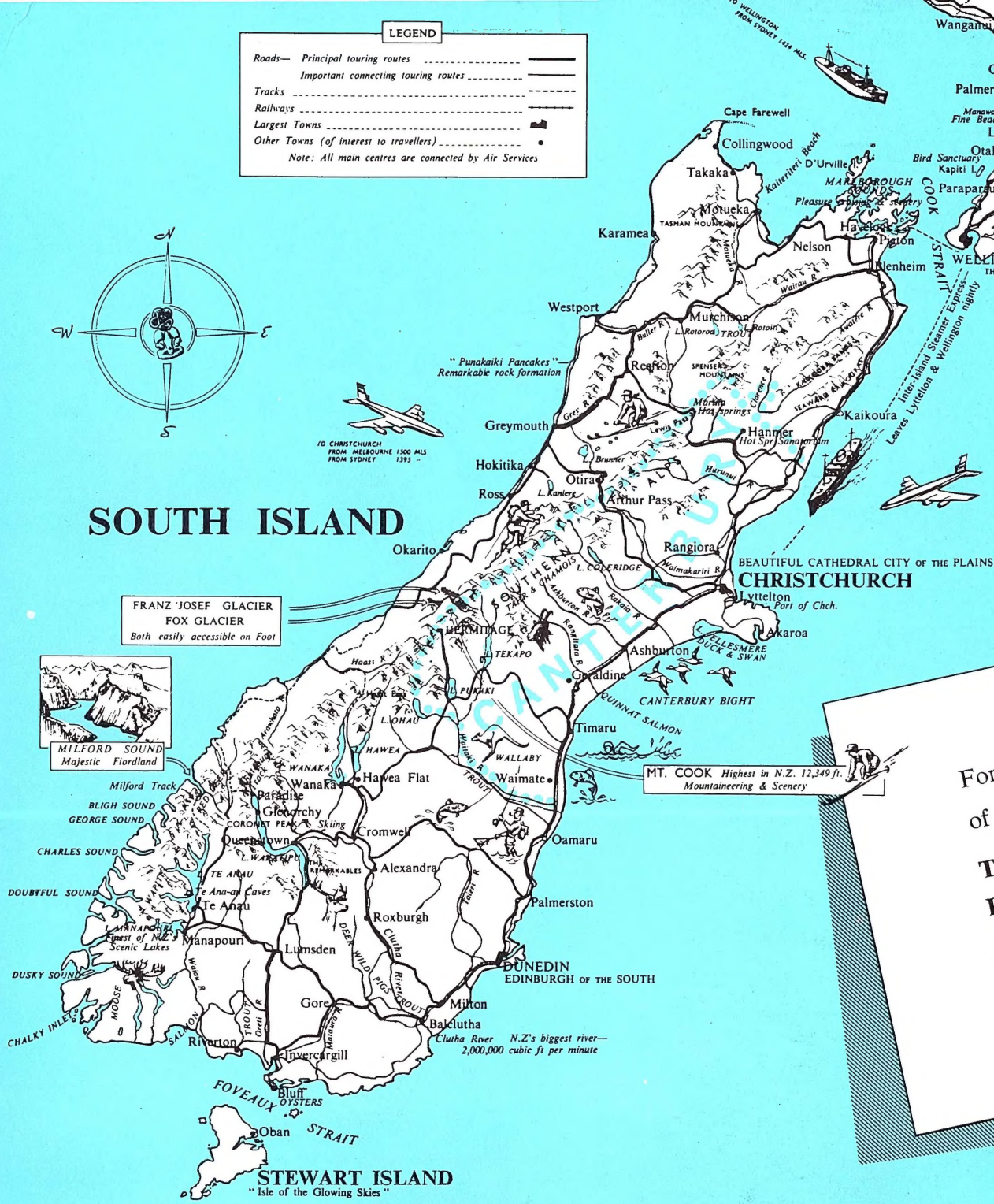
Other Towns (of interest to travellers)

Note: All main centres are connected by Air Services



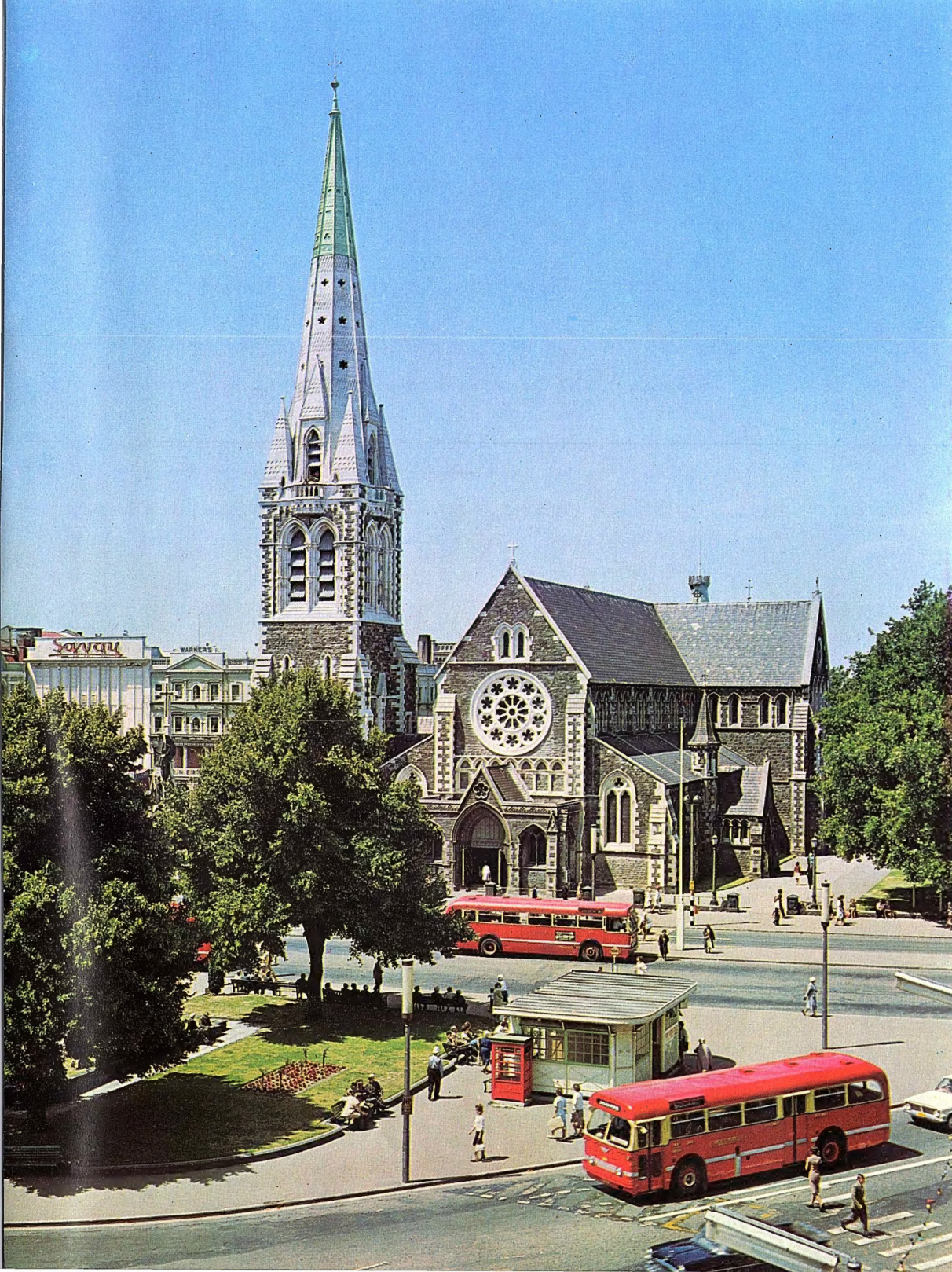
SOUTH PACIFIC WONDERLAND

SOUTH ISLAND



For further information on any aspect of Canterbury please contact:

The Canterbury Public Relations Office
P.O. Box 2600
Christchurch New Zealand
Your enquiries are always welcome!



Canterbury, New Zealand

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Cathedral Square Christchurch



CANTERBURY, the province bountiful, has as its "capital" Christchurch the centre of the Scenic South and the largest city in the South Island of New Zealand.

With a rate of growth faster than that for the whole of New Zealand, Christchurch has doubled its population in the past forty years, and expects to have a population of 251,000 by 1970, expanding further to 320,000 by 1980.

Even now, it is the second largest city in New Zealand.

The city is built on a flat alluvial plain, the urban area extending ten miles east-west (from the coast inland) and six miles north-south.

This shows that the population density is far less than British or European cities of comparable or larger populations, and in virtually all residential suburbs of Christchurch the houses are to be found standing apart amid pleasant and colourful gardens and lawns.

There is more building, today, of tall apartment blocks, but these are restricted still to the city's centre and do not detract from the famous "garden city".

On the city's southern limit rise the hills of Banks Peninsula—some to 3000 ft—to enclose two deep-water harbours, Lyttelton, which is the Port of Christchurch, connected by road and rail tunnels, and Akaroa, a holiday and boating centre.

Going inland from coast and city, the great Canterbury Plains, covering over 13,940 square miles, incline gently for thirty to forty miles right to the front ranges of the Southern Alps.

This mighty range of mountains extends for some hundreds of miles along the west side of the South Island.

Among them, pride of place goes to Mount Cook, towering to 12,349 ft, which the Maoris called Aorangi—"The Cloud Piercer".

It was in these Alps that Sir Edmund Hillary, conqueror of Everest, learned and perfected his skills.

A typical scene in the "Woodlands" area of Hagley Park when the daffodils bloom in September. This park of several hundred acres sprawls serenely across the virtual centre of the city.

The great mountains in all their stark grandeur stand in bold contrast to the Canterbury Plains, with their regular patterns of farmland, discernible in the patchwork of pastures and crops, marked by shelter belts of aromatic Australian gums and tall, dark North American pines.

Christchurch was founded in 1850 by English pioneers as a preplanned settlement.

Among the factors in favour of the site of the plains beyond Bank's Peninsula was that there were no fierce Maoris to disturb the settlers' occupation, there was a splendid deep water port, and "to crown all, there is an immense tract of level country available, well covered with grass, and watered with abundant, beautiful streams, embracing an area forty miles wide and three or four times as long, within six miles of the port, easy of access by several routes."

Christchurch has often been called the most English of New Zealand cities, and considering its origins this is to be expected.

The city has been laid out on a rectangular grid pattern, and it is not surprising to find that its central feature is a fine English Cathedral in the Gothic style.

This Cathedral stands in the city's central square, which is known therefore as Cathedral Square. It is not, however, a Cathedral Square or close in the English or Continental sense. It is truly the city's centre, a busy one containing the Chief Post Office, two of the principal hotels, the tallest office block, among many other commercial and shop facilities, and departure and arrival points for all of the city's internal transport services.

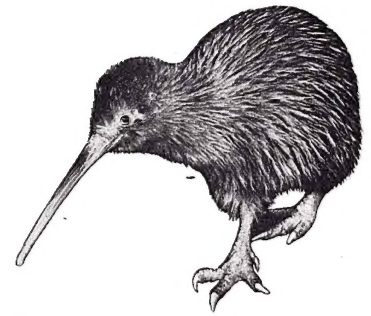
As Christchurch has expanded over the years, care has always been taken to provide extensively for public parks, recreation grounds and reserves.

Indeed, only a few hundred yards from Cathedral Square is Hagley Park and the Botanic Gardens—occupying almost four hundred and fifty acres!

The river Avon winds through the city, and it has been landscaped and bridged



Central Christchurch, looking north-west from Cathedral Square with a corner of Hagley Park to the left. The construction towards the bottom right is a common sight in the city as old buildings are demolished to make way for the needs of expanding commerce and administration.



Top: Family fun in the Southern Alps. This view is looking towards Mount Sefton from Sebastopol.

Centre: Looking over one of Christchurch's seaside suburbs from the heights of residential Scarborough. The attractions of a South Pacific beach resort are here combined with suburban city living.

Lower right: Christchurch is renowned for gardens, public and private, and such homes as this justify this claim.

On the facing page is shown Lyttelton Harbour, the South Island's leading port and a principal New Zealand import harbour. The multi-million extension can be seen at the right, and the hills which separate port from city are pierced by road and rail tunnels.

Below this is "Woodlands", a picturesque corner with its September colour of vast Hagley Park.



most attractively. The river, with its beautiful lawn and tree lined banks, together with avenues, lawn and garden plots, all give the inner city a distinctive character of restful grace and charm.

Over the whole of the city one acre in every eight is a public park, reserve or recreation ground.

Christchurch's citizens seem to have found the way to the best of both worlds—they have a vigorous industrial and commercial community, constantly developing and expanding, without the ugliness associated with such communities in other countries.

Christchurch Cathedral, towering amid its busy, vital Square, does indeed proclaim more than the Christianity of which it is symbol—it is a daily statement to all who pass by that there is properly a place for beauty in the busy city life.

It is a concept which has been expressed throughout Christchurch. In even the most modest suburb—and Christchurch has no slums, no streets with rows of glum, dingy brick or stone apartment houses—there is a constant impression of greenery and the fragrance of flowers.

Every house has land round it, land used for lawn, flowers and trees or shrubs.

Christchurch is well named the Garden City, not only because of the magnificence of some of its public and its better known private and factory gardens, but everywhere the eye might seek, down every street, along every alley, there is beauty with blossom, tree and shrub.

Christchurch has many attractive features, in comparison not only with other parts of the world, but with other parts of New Zealand also.

From the following table it can be clearly seen that of the four main centres of New Zealand, Christchurch has the most liveable climate:

	<i>Inches of Rain</i>	<i>Number of Rainy Days</i>	<i>Hours of Sunshine</i>	<i>Average Annual Temp.</i>	<i>Average Summer Humidity</i>
Auckland	49	182	2080	59	73
Wellington	50	160	2010	54	63
<i>Christchurch</i>	25	116	2020	55	59
Dunedin	37	160	1730	51	70





Future Unlimited

The great Canterbury Plains provide rich agricultural and pastoral land, and are dotted with thriving communities, townships and villages, looking to Christchurch and Timaru as their supplier and produce disposal centres. As the Plains buckle into hills and ranges, pastoral activities—the vast sheep and cattle runs—commence, and Christchurch and Timaru are centres to which comes the wool, lamb, beef, grain, timber and other goods.

Canterbury also attracts the overseas tradesman or specialist, for it offers abundant and varied employment, a high standard of living, and unlimited sporting and cultural activities.

Population Growth

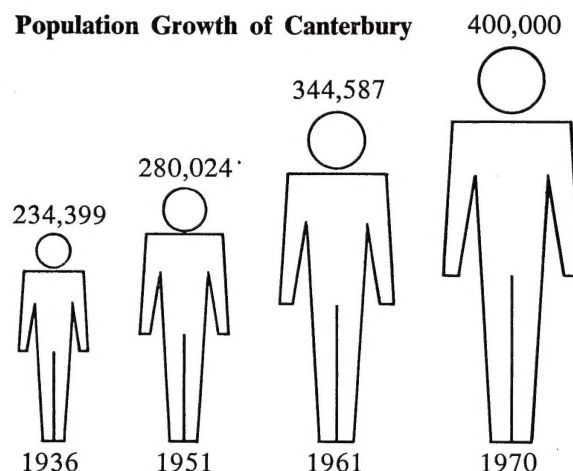
The Christchurch urban area has a rate of growth faster than that for New Zealand.

From 1936 to 1961 the city's population increased by sixty-five per cent.

In the same period the increase for the whole of New Zealand was only 53½ per cent.

In the province of Canterbury, 86 people in each 1000 are employed in industry. This exceeds, for example, the Auckland provincial rate of 79 in each 1000. Christchurch is a booming industrial centre.

Looking over the extensive Canterbury Plains towards the Southern Alps. This is Christchurch's rich hinterland, and the granary of New Zealand.



This family scene is typical of Christchurch and New Zealand . . . an evening in a comfortable home.

Building Costs

Factory building costs in Christchurch are the lowest of New Zealand's main centres.

This is possible through the "on the spot" availability of building materials, excellent sub-base ground foundations existing over most of the province, and comparably lower costs of labour and materials.

A single storey industrial building or warehouse costs from approximately £1 a square foot.

Housing is also cheaper than in the other centres, as the following comparative cost for an average house, provided by the New Zealand Institute of Valuers, indicates: Auckland, £3149; Wellington, £3158; Dunedin, £3091; *Christchurch* £2726. (1962-63)

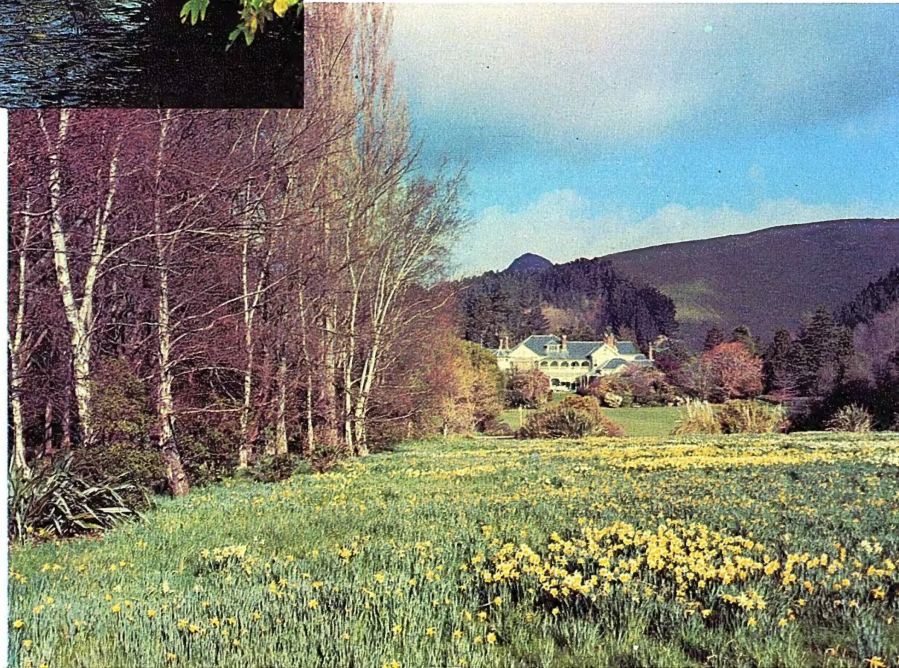
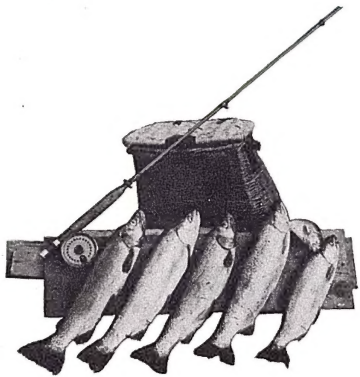
Cost of Living

Lower wage rates are possible in the main because of the lower cost of living in Canterbury, but do not assume from this that the standard of living is lower—definitely it is not. In many aspects it is better than the higher living cost areas. The following Consumer Price Index compares the four main centres, for the calendar year 1964. (1955 = 1000)

Auckland	Wellington	<i>Christchurch</i>	Dunedin
1245	1248	1224	1211

Industrial Land

The zoning of industrial areas in the city has been very carefully planned and co-ordinated among the local authorities concerned. The result is that the industrialist can



The Avon River meanders picturesquely through Christchurch and is generally allowed on its way unimpeded, but here one of its rare weirs provides an element of beauty.

A reminder of gracious living—"Otahuna", (near Christchurch), once the residence of Sir R. Heaton Rhodes, an early Canterbury personality.

Hunting is popular in Canterbury, which offers hundreds of thousands of rugged, game-stocked acres. This view is above Arthur's Pass, gateway to the Southern Alps.

be assured of the very best of services and facilities.

Depending on individual requirements, areas are available fully serviced by transport (including rail sidings), electric power, water, gas and sewer, at prices which range from £300 an acre.

There are, also, many examples of opportunity to purchase land over a reasonable period, or occupy it on a leasehold basis.

Electric Power

Canterbury has an assured supply of electric power both today and for the future.

In Christchurch, and throughout the province, special rates for particular industrial needs are available.

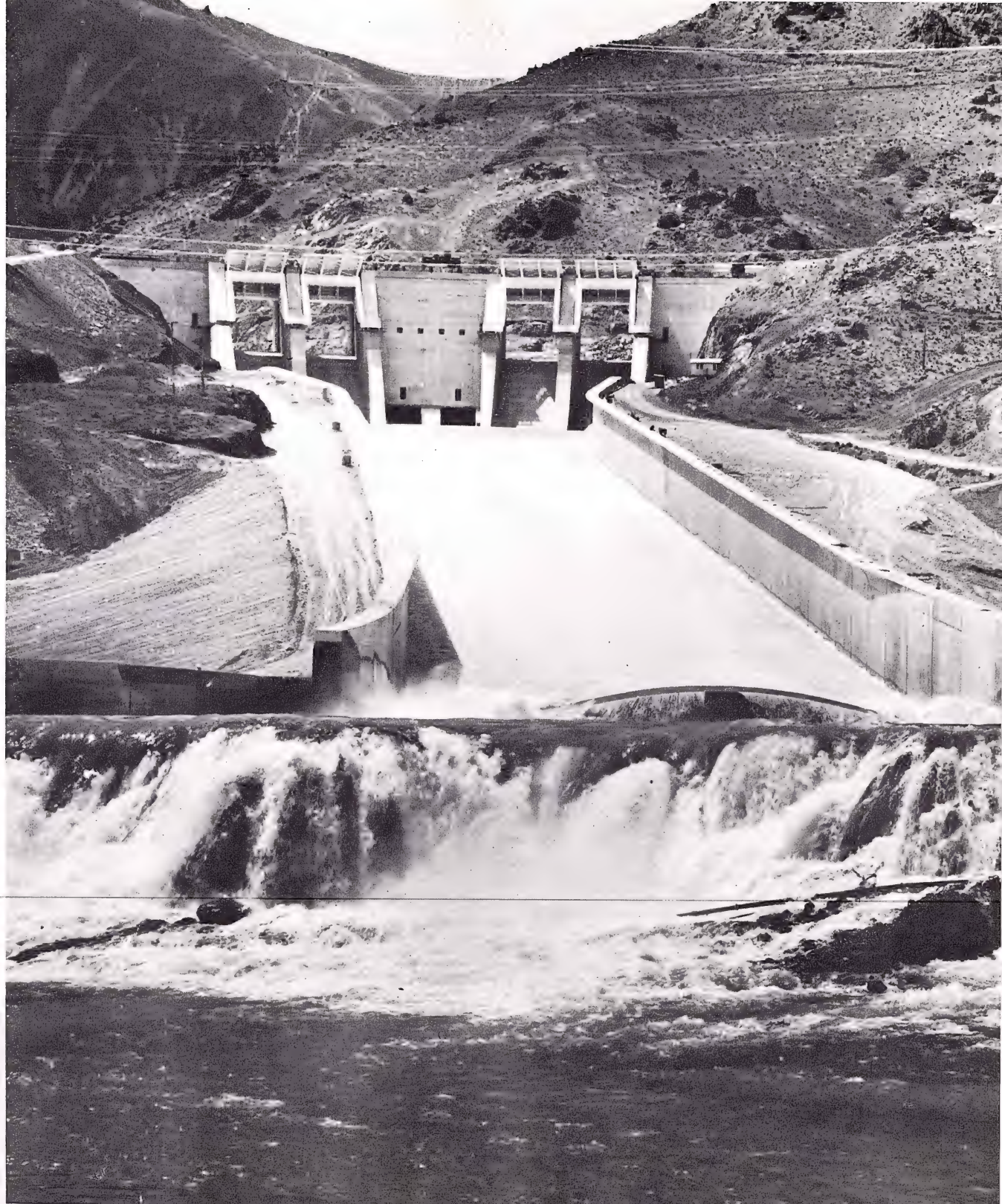
New Zealand's electric power is generated by huge water schemes, and the many hydro-electric stations feed into one grid. Canterbury is well served by heavy transmission lines, and the generating capacity of the total system has a comfortable margin over present demand and room for its increase.

Several huge power stations have been built since World War II to keep pace with industrial and domestic power needs.

Coal Power

All types of coal are available in good supply from the great West Coast coal mines—on the other side of the Alps at low cost.

Benmore, hydro-electric power station, at work. Here the overflow from the stilling basin at the bottom of the spillway enters the Waitaki river. Up the river this water was trapped by a giant earth dam and diverted through the great turbines.



Also available to industry is the Government Mines Department's Fuel Advisory Service. The service is based in Christchurch and is available to all coal-users and potential users.

Water

The excellent water table which exists throughout Canterbury enables most areas to meet heavy industrial demand, either by modern high pressure water reticulation, or by the use of individual artesian bores.

Transport and Distribution

Extensive, highly developed road and rail communications throughout both islands of New Zealand with Christchurch as an important railway centre, the enlarged Port of Lyttelton with rail and road tunnels to Christchurch, its big export shipping services, roll-on roll-off passenger and cargo shipping services linking Lyttelton and the South Island daily with the North Island, and an international airport among the world's best, with regular overseas and extensive internal services every day, make it very easy for a manufacturer to move any kind of product to other parts of New Zealand or overseas from his factory cheaply and quickly.

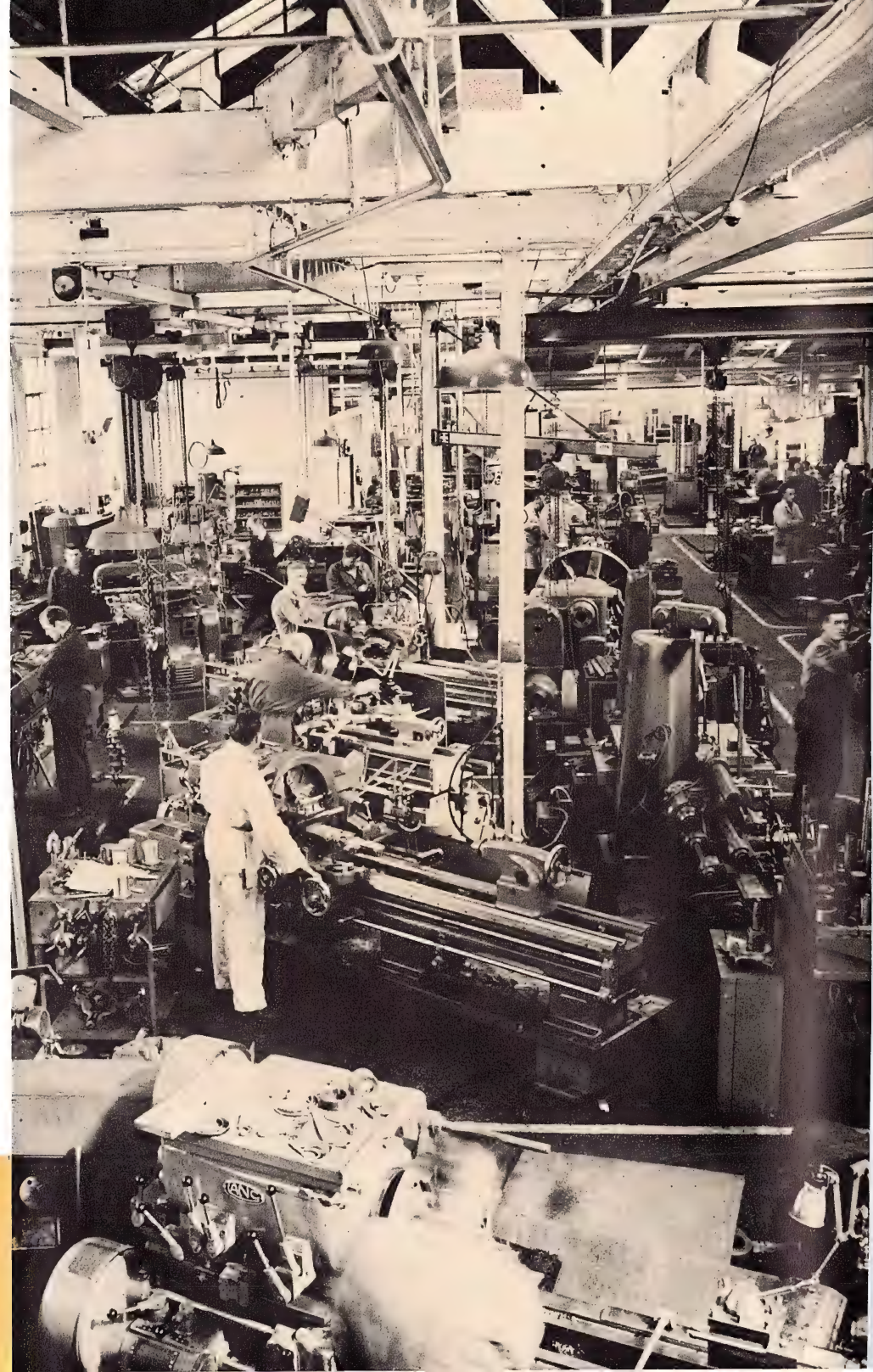
Servicing Industries

A factor of considerable interest to manufacturers interested in establishing plants in Christchurch or Canterbury is the city's acknowledged New Zealand leadership in the field of specialist precision jobbing engineering, tool and die-making.

These activities are supported by the city's ferrous and non-ferrous foundries, and the very extensive and highly specialist services available from the University of Canterbury's Industrial Development Department.

Since all kinds of specialist electronic equipment are both serviced in Christchurch, and manufactured here for industry in all other parts

Industrial World: A view of one of the busy shops of the Macdonald Engineering Company Ltd, one of several specialist and reconditioning engineering industries in Christchurch.



of New Zealand, manufacturers in Canterbury have therefore right on their doorstep speedy and economic servicing and supply in these fields.

Gas

Gas supplies in all large New Zealand cities are geared to cope with industrial demand, and Christchurch is no exception. The city's large gas undertaking is New Zealand's most efficient.

Gas charges in Christchurch are lower than in most other cities.

The Christchurch Gas Company is most willing to serve industry and at present is extending its reticulation.

Advisory Service

The Department of Industries and Commerce has an office in Christchurch, and the services it offers to the industrial and commercial community are considerable. It undertakes economic surveys, provides advice on import licensing problems, assists in the development of industry as required and helps to promote exports through its Trade Commissioner service in other countries.



Summer holidays, and so many Canterbury families spend them in the great outdoors. Caravaning and camping are very popular, and there is tremendous scope in this scenic wonderland.



AVERAGE SALARY AND WAGES PAID DURING PRODUCTION YEAR 1962-63

From the following (average of both males and females) it can be seen that Canterbury has a marked advantage on wages and salaries paid. This is in addition to the reputation for an honest day's work of high quality.

STATISTICAL AREAS

Industry Group	Auckland	Wellington	Canterbury	Otago
	£	£	£	£
Printing, publishing etc.	955	989	889	901
Leather and Leather products (not Footwear)	813	1770	741	995
Rubber products	1157	1139	975	1031
Chemicals	866	941	834	859
Petroleum and Coal products	1000	1036	958	1000
Non-metallic mineral products	965	987	879	977
Basic metal manufactures	1050	1021	1010	1071
Metal products (except machinery)	977	960	944	954
Machinery (except electrical)	996	1006	929	908
Paper and Paper products	873	932	774	686
Transport Equipment	899	960	864	814
Food	972	1029	1055	902
Beverages	967	986	929	943
Furniture and Fittings Fixtures	952	927	840	761
Electrical machinery and appliances	739	902	806	966
Textiles	791	774	783	687
Footwear, other apparel etc.	644	628	634	551
Wood and Cork products	955	891	912	840
Miscellaneous products	877	1283	750	748

Stability of labour. The southern portion of New Zealand scores much better than the north for labour stability, too. South Islanders tend to become more firmly established in the area of their choice, and are reluctant to uproot themselves and their families.

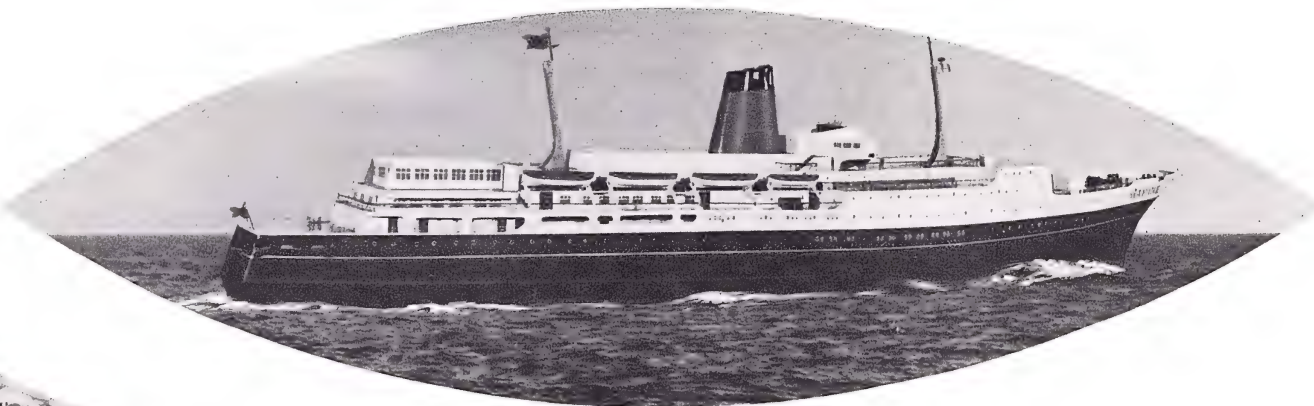
The following figures compare the turnover of males for the year ending April 1964:—

Auckland	Wellington	Lower Hutt	Canterbury	Otago
53%	53%	76%	45%	38%



A typical scene as yachtsmen prepare for a regatta. Perhaps this Lorelei brought someone good fortune.

Top right: An artist's impression of t.e.v. "Wahine" (9,700 gross tons) built in the United Kingdom for the Wellington - Lyttelton Steamer Express Service. In conjunction with t.e.v. "Maori" (7,450 gross tons) "Wahine" will operate overnight passenger and roll-on car and cargo service.



Bottom right: Another glimpse of Christchurch's private gardens. This house's setting reflects the pride Christchurch families take in their homes. The brick construction and tiled roof is a popular building combination.

Looking Ahead



PLANNING the future environment, facilities, services, transport and communications of the city, an undertaking vital to the whole of Canterbury, is the responsibility of the Christchurch Regional Planning Authority.

Its aim of creating an even safer, healthier and more convenient environment for the future is being achieved in the following ways:

Natural resources are being protected and developed, in particular the very highly fertile agricultural land.

The detailed town plans of the constituent local authorities are being co-ordinated and guided into a comprehensive pattern providing adequate and well distributed areas for all forms of living, working and playing.

Industrial development is being guided into areas which provide the best services, communications and convenience to workers.

All services are being co-ordinated, both by efficient advance information and by restriction of sprawl and other waste, to give adequate and economical return to all development.

Communications for immediate and distant future are being provided by a Master Plan which is being operated by a "Buchanan Team"—qualified and experienced town planners and traffic engineers working together so that land use and traffic proposals are complementary.

Studies and research on the many facets of community needs and development are being undertaken both for the Authority's own proposals and for the benefit of the town planning by the constituent authorities. Qualified staff and information is available for the guidance and benefit of statutory boards, business and industrial associations and individual developers.

Constant change in
Christchurch's urban
landscape will grow
the city into a more
convenient, safer and
healthier place to live.

The Authority feels that the more attractive the area is to reside in, the more inviting it will become, through market, labour-force and convenience, to both existing and new commercial and industrial interests, and this will have the reciprocal effect of maintaining and furthering the means of attraction.

Considerable attention is therefore given to recreational and visual amenities. An example of this is the protection of the Port Hills, a feature to the south of the city which provides remarkable views of city, plains, hills, valleys, sea and harbours, and a wonderful scenic drive enjoyed as much by residents as visitors. The Authority has protected the critical areas against indiscriminate development, not simply by modifiable plans, but, after determined effort, by Act of Parliament which the Authority operates.

In actively maintaining Christchurch's charm and individual character, the Authority is conscious that this is in no way incompatible with economy, efficiency and modern methods. It has, therefore, maintained a policy of having top qualified staff with international experience and of keeping well abreast of the latest world wide opinions on planning, development and design.



Keeping ahead: Increasing traffic overloaded traditional routes, and roads have to be replaced. Here the new northern motorway out of Christchurch is being constructed.

The Port of Lyttelton

LYTTELTON is the main port for Christchurch and Canterbury, and principal port for the South Island.

It is big and busy, and, in a nation whose primary business is exporting, Lyttelton has a distinctive feature — it engages chiefly in importing.

This is of significance to the manufacturer who processes raw materials from afar to serve the New Zealand market.

Lyttelton's exports by coastal shipping to other New Zealand ports are greater than the tonnage across its wharves into overseas-bound ships.

Lyttelton is controlled and operated by a local authority, the Lyttelton Harbour Board, which comprises member selected by Christchurch citizens, and by groupings of Canterbury districts.

The whole area immediately served by the port has representation, but in fact the port serves the whole of the South Island.

It is the South Island's largest import port for motor spirits and other petroleum products in bulk, as its vast tank farms testify.

Hot bitumen also comes to Lyttelton in tankers to be pumped ashore into bulk tanks, and this too is used by roading contractors over the entire South Island, not merely in Canterbury.

Indeed, not only their bitumen, but their heavy earth-moving machinery and their trucks will probably have entered New Zealand through the Port of Lyttelton.

Lyttelton has always been developed boldly and positively, right from its beginning.

In the early 1860s it cost 30s. a ton to ship cargo from London to Lyttelton, and another 25s. a ton to take it from Lyttelton around the Christchurch estuary by lighter.

Roads over the hills between city and port were too steep for heavily laden horse-drawn transport.



The inner harbour at Lyttelton, a close-up view of widespread commerce. The vessel moving in the swinging basin is the Royal Yacht "Britannia."

The bold approach was a railway tunnel, built without delay. In its day, it was a great decision, a fine feat of engineering, undertaken not for vain prestige, but for the hard economic fact of 25s. a ton.

Lyttelton then developed as a railway port.

More recently New Zealand, in common with most countries, has seen an upsurge in road haulage.

Christchurch and Lyttelton Harbour Board have been equal to this challenge.

The board began some time ago converting its wharves to combined road and rail usage, and Christchurch made another vital decisive move—to push an excellent road tunnel through the hills.

The Harbour Board has met, too, another challenge. More ships and bigger ships since World War II, a fast growing population with expanding needs, the speed with which cargo can be moved with road and rail complementing one another, made the Port of Lyttelton smaller than it should be.

The Harbour Board acted quickly, and the result is that recently a boldly conceived multi-million pound extension came into operation.

Up till then the harbour had 10,338ft of berthage. The extension has added 2200ft to this and will add a further 1100ft. Included is, of course, all the associated services . . . electric cranes, transit cargo sheds, access for road transport and railway sidings.

This extension is indeed a bold stroke because, at first sight, it did not seem feasible. The board and its officers did not accept this, but commissioned research here and in Britain on the harbour's wave patterns.

Lyttelton was one of the first models worked on by the British Government's now famous Wallingford Hydraulics Research Laboratory.

The original rail tunnel, with changing needs the road tunnel, then the harbour extension—these are practical examples of Canterbury and Christchurch keeping ahead of needs.

Bearing in mind that Lyttelton's cargo tonnage has doubled since the end of World War II, these figures give some idea of the port's trade.

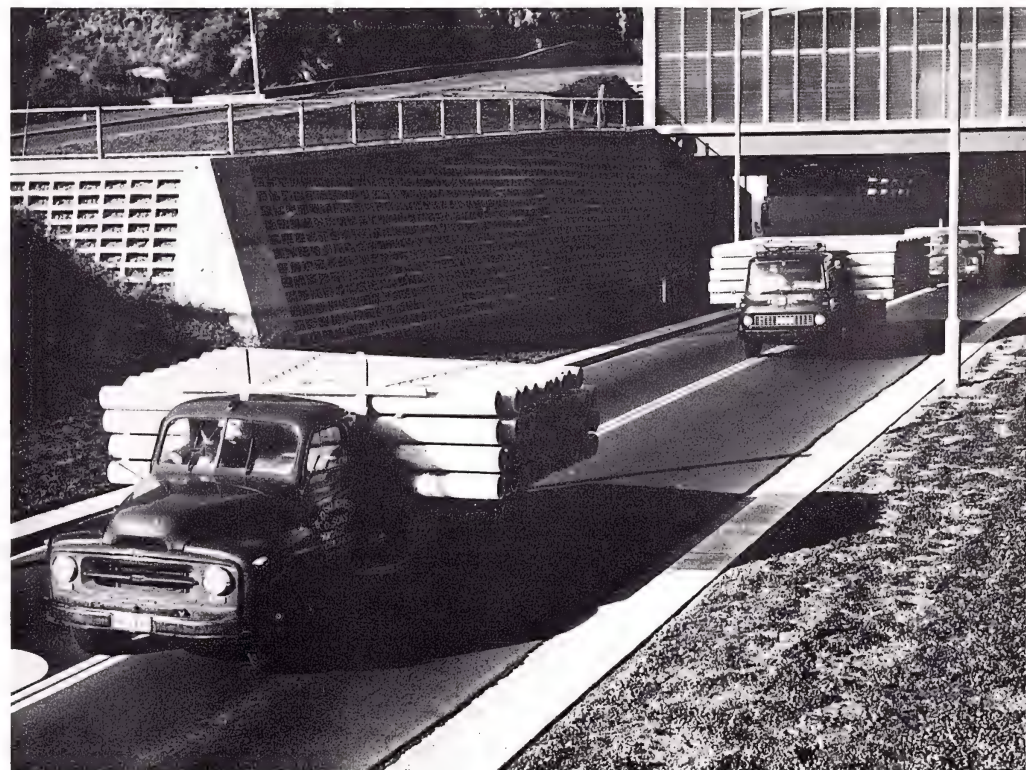
In 1922 tonnage handled, with transhipments, totalled 658,421. Inward cargo totalled 421,332 tons, while export tonnage was 234,879.

In 1954 tonnage totalled 1,082,634 (with transhipments). Import tonnage was 709,295 and export 370,348.

The total ten years later, in 1964, had expanded to 1,498,929 tons (with transhipment, for the year 1964 ended September 30). Imports totalled 1,081,444 tons and exports 415,314 tons.

The road tunnel and harbour extension will allow this business to advance unimpeded.

The Christchurch-Lyttelton Road Tunnel gives direct road access to the centre of Christchurch — quick and safe delivery of goods both import and export by road transport.



Christchurch International Airport

CANTERBURY is proud of its aviation tradition, which dates back to 1890 when the first balloon ascent in New Zealand was made from the city's Lancaster Park. Subsequently the province has contributed much to the nation's aviation progress.

Christchurch International Airport is undoubtedly the nation's finest, situated only five miles from the city's centre.

Successive City Councils have maintained a progressive policy to ensure that Christchurch's lead in airport development is retained, and in this they have done much to promote tourism and trade for the benefit of the South Island and New Zealand as a whole.

Phenomenal increases in traffic and freight, especially in the past five years, have exploded airport activity. The erection of New Zealand's first permanent terminal building was a milestone in progress.

This world-class building has not only been admired by visitors from far and near, but it has fully justified its erection by catering the ever growing influx of overseas tourists.

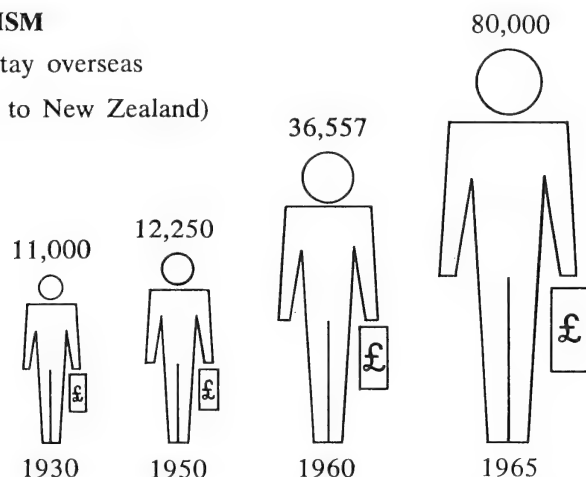
This world-class building has not only been admired by visitors from far and

Looking at the main passenger concourse at Christchurch International Airport terminal building. This spacious terminal is among the finest of such buildings in the world.

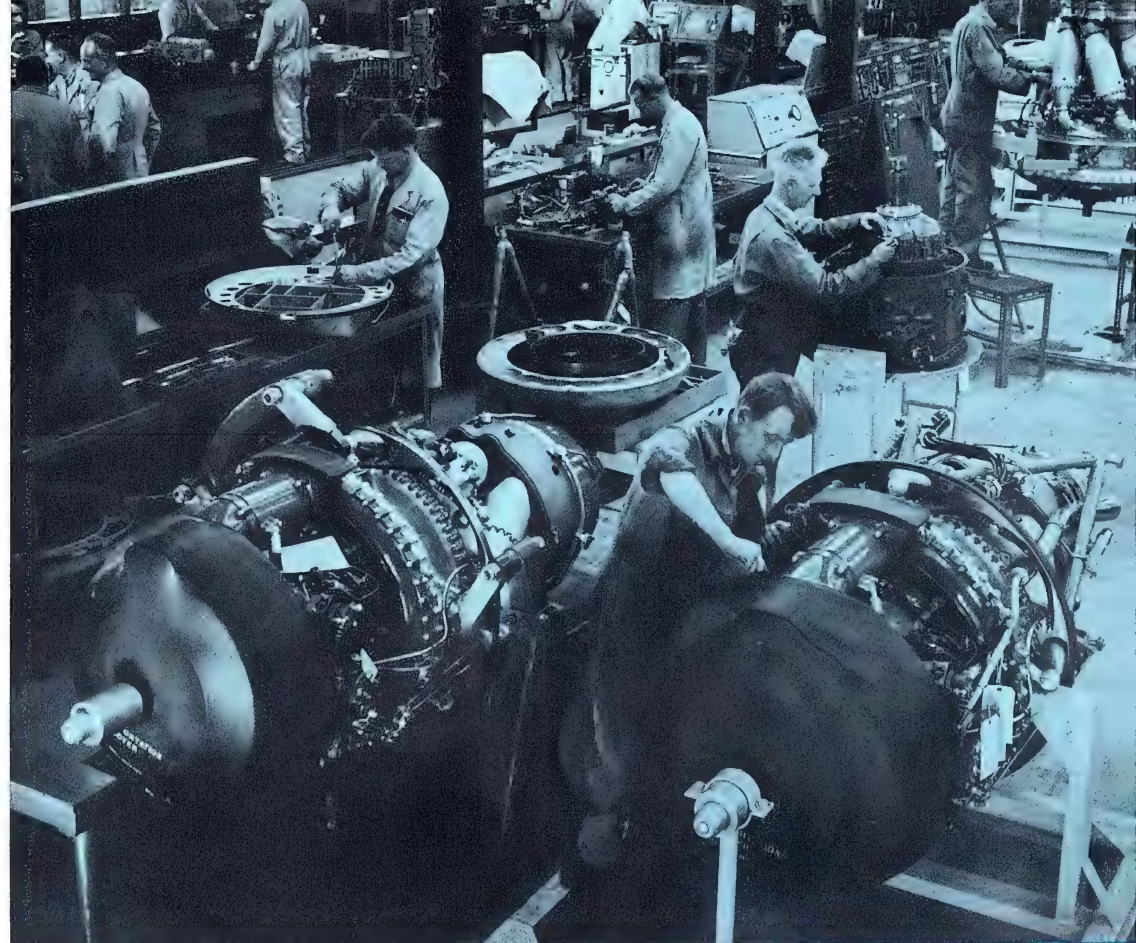


TOURISM

(Long-stay overseas
visitors to New Zealand)



New Zealand has a rapidly expanding tourist industry which will become an increasingly vital link in earning New Zealand's overseas exchange.



near, but it has fully justified its erection by catering for more than 500,000 arriving and departing passengers in 1964.

Among the many facilities provided in the building is a fully licensed restaurant on the first floor of the International Wing. Here diners have not only an unobstructed view of the Airport, but look also across the great Plains to the grandeur of the Southern Alps.

Christchurch International Airport is also the base for the United States Navy "Operation Deep Freeze" to the Antarctic.

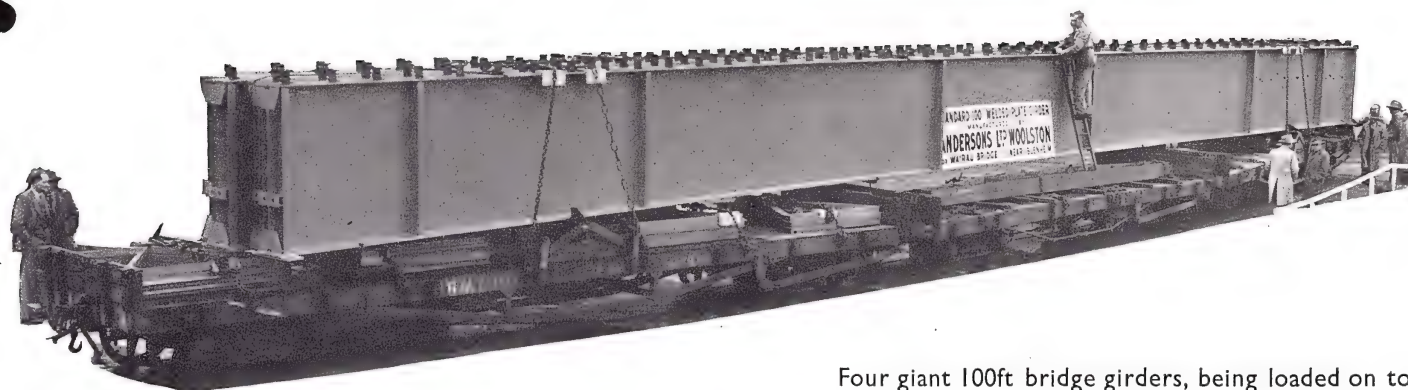
Through this, during the past eight years, so much valuable experience has been gained in handling the world's largest aircraft, the huge United States Air Force transports, that Christchurch was able to be the first in New Zealand to offer full facilities to the jet operators.

The Main Instrument Runway, of 8000 ft, is capable of receiving the largest commercial jets, and the Government is installing Surveillance Radar, a Twin I.L.S. Distance Measuring Equipment, and a Visual Omni Range. This puts Christchurch International Airport among the top twenty in the world for safety.

The construction, at the Airport, of the White Heron Lodge, a 116-bedroom hotel of the most advanced design, will give air travellers to Christchurch every facility on the spot.

The National Airways Corporation, New Zealand's major internal airline, has its Engineering Division at Christchurch Airport, and employs over 700 people. This picture shows assembly of Rolls Royce Dart engines in progress.

Railways



Four giant 100ft bridge girders, being loaded on to railway wagons at the private siding of a Christchurch engineering company, Andersons Ltd. They were taken by rail to the construction site in North Canterbury.

RAILWAY TRANSPORT has played an important part in the development of Canterbury since that historic day 101 years ago when New Zealand's first public train steamed out of Christchurch on its four-mile journey to Ferrymead, then the estuary port near the suburb of Heathcote.

Four years after the opening of the Ferrymead line, in 1867, the railway finally pierced the Port Hills to link Christchurch with the port of Lyttelton. From Christchurch it was extended south, to reach Glenavy in 1877, and Dunedin and Invercargill before 1880.

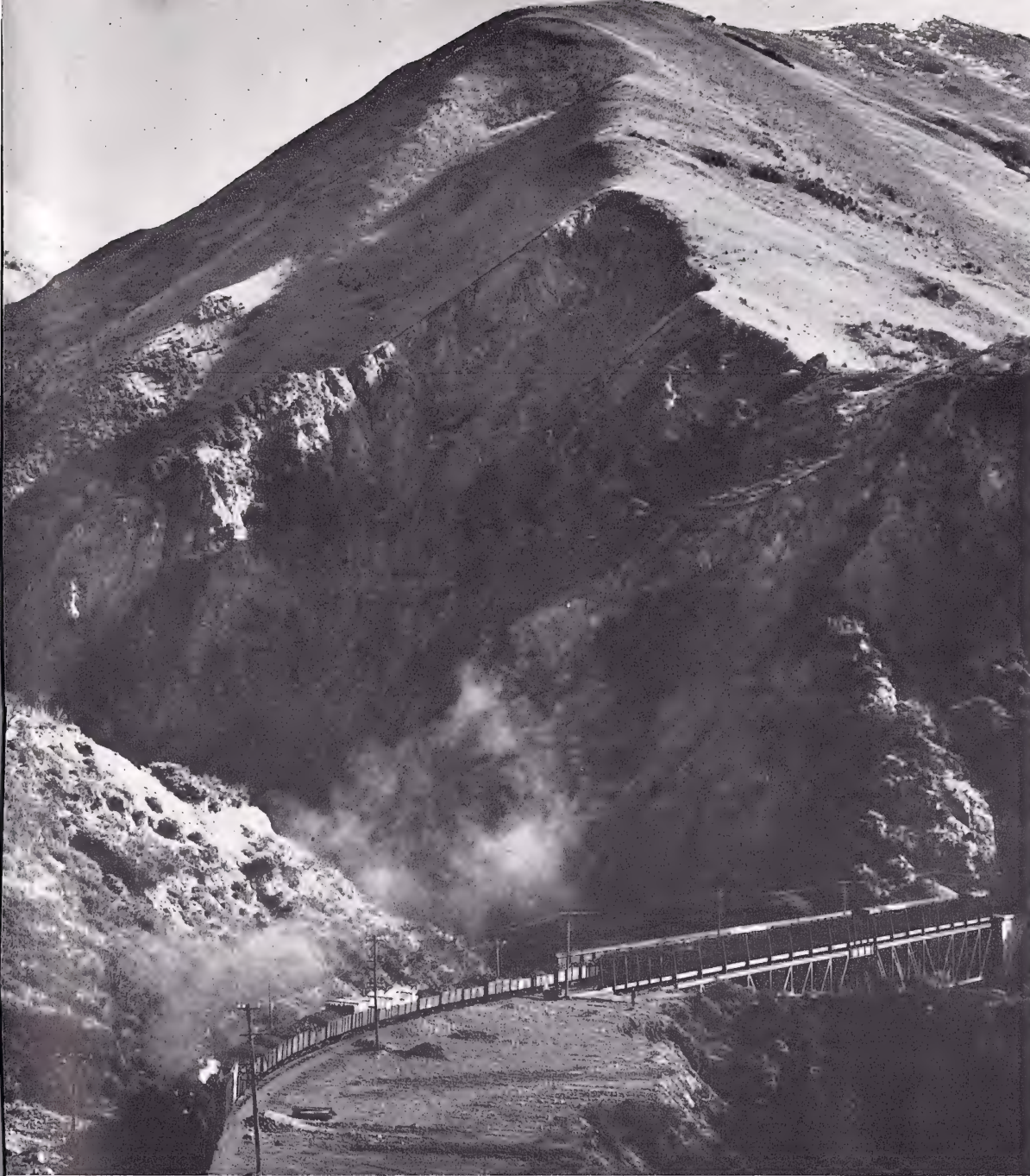
Numerous lines spread out over the province to supply efficient transport to the interior. By the mid-1920s Canterbury was linked by rail to the West Coast, and in 1945 the South Island Main Trunk railway was finally completed right through to Picton.

Today travel and transport services provided by New Zealand Railways are an established and accepted part of the Canterbury scene, with express passenger trains; swift, comfortable railcars; goods trains; and modern Road Services coaches providing the bulk of the province's public transport requirements.

Daily express train and railcar services link Christchurch with Dunedin, with hostess service on the express trains and, on the Friday and Sunday overnight express, with sleeping-car facilities. Railcars also provide daily links over attractive scenic routes from Christchurch to Picton and the West Coast. For train and railcar travel in the year ended March 31, 1964, single or return tickets for almost 700,000 passenger journeys, and 60,000 season tickets, were issued at railway stations in Canterbury.

Railway services penetrate and provide access to most of the scenic attractions of the province. The views from railcar windows of the plains, rivers, gorges, and mountains, the coastal stretches of the Picton line, and the mountain scenery of the Midland line are unforgettable.

On other routes, New Zealand Railways Road Services coaches run to Akaroa, Governors Bay, Hanmer, Kaikoura, and



A goods train bringing coal and timber from the West Coast to Canterbury is seen crossing the 235ft-high Staircase Viaduct west of Springfield on the Midland line. The Viaduct is between two tunnels.

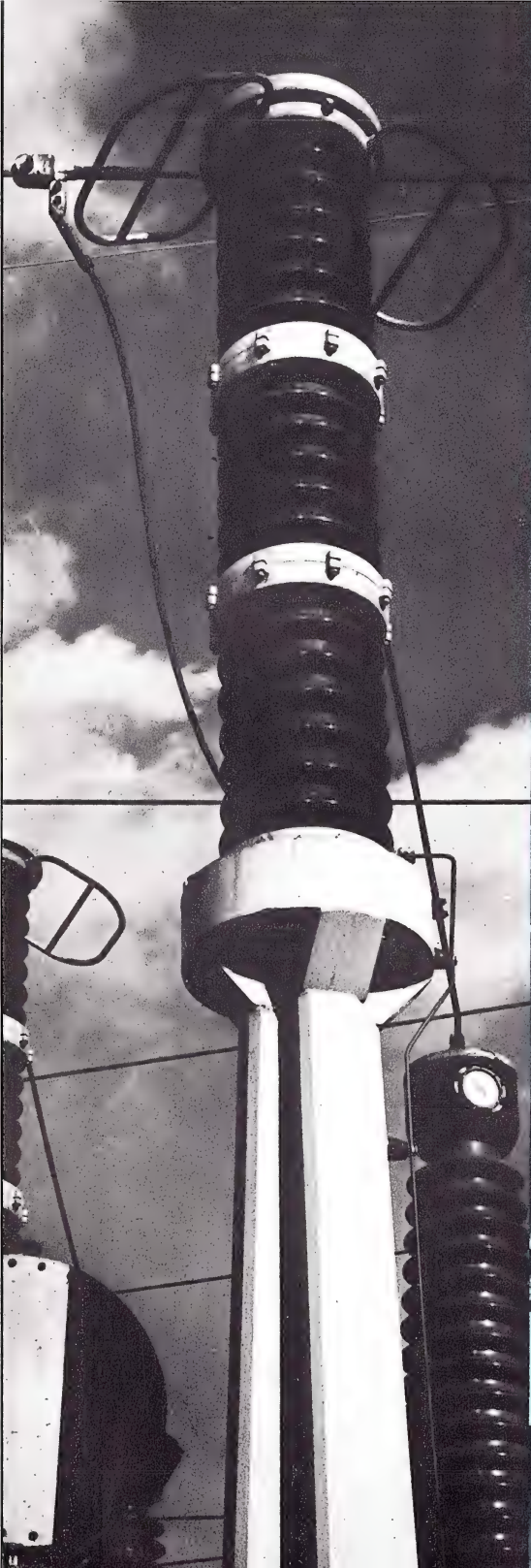
to the West Coast via Lewis Pass. Southward from Christchurch, several services daily are provided to Timaru and Oamaru, with two running through to Dunedin.

New Zealand Railways goods trains, too, work around the clock, to transport freight—including livestock, wool, wheat, and industrial products—to the cities, towns and ports of Canterbury. They bring tens of thousands of tons of coal and timber from the West Coast, while southward from Picton roll heavy loads that have been carried across Cook Strait by ferry.

The rail-road ferry “Aramoana”, introduced in 1962, revolutionised the pattern of inter-Island transportation almost overnight. With its improved service for rail freight, and for motorists entering Canterbury from the north, it has proved so successful that it is to be joined by a sister ship early in 1966.

The vital part played by railway transportation in Canterbury is shown by the tonnage recorded in the year ended March 31, 1964. In that year almost 1,300,000 tons of goods and 500,000 head of livestock were railed from Canterbury railway stations. Freight railed into the same stations totalled 1,600,000 tons and almost 1,000,000 head of livestock.

Eighteen months ago, on December 1, 1963, the centenary of New Zealand Railways was held at Christchurch, the birthplace of railways in New Zealand, and the venue of the Railways Department’s centennial exhibition of railway progress was the new Christchurch railway station. Opened in 1960, this station building is a symbol of New Zealand Railways’ faith in the future of railways in Canterbury and in the future of Canterbury itself.



Life-blood of industry and commerce - electric power. Christchurch's consumption is rising at a rate far greater than that for the whole of New Zealand.

A typical scene in the heart of the Christchurch shopping area. Although some big stores have opened supermarkets in the suburbs, the positive approach by the retailers on the one hand, and a careful traffic policy by the City Council on the other, is maintaining a lively city centre.

Canterbury has excellent shopping facilities and, through its big department stores and supermarkets, and its smaller, more intimate specialist boutiques, presents a wonderfully full range of commodities from the utilitarian to the frivolous.

Recent addition to a changing skyline, the new Government Life Insurance building, another pointer to the progress and wealth of Christchurch and Canterbury.

Centre of Opportunity

WHAT IS IT that makes Canterbury the most highly industrialised province of New Zealand?

There are many factors . . . a stable and large labour force, transport and land availability and plentiful electric power to name a few.

Several of Canterbury's leading industrialists and business men were asked about their preference for Christchurch and Canterbury, and their views are reported here.

The firm of C. W. F. Hamilton and Co. Ltd is an extensive heavy engineering undertaking, notable for some fine break-throughs in design, and especially throughout the world for the development of the jet boat.

The principal, Mr C. W. F. Hamilton, established his firm in 1939 with a staff of three, and in the intervening twenty-five years this has grown to several hundred.

Mr Hamilton says his firm's progress in Canterbury has been facilitated by:

- ★ A stable labour force.
- ★ Adequate ancillary industries.
- ★ Good power supply.
- ★ Availability of flat land for expansion.

Manufacturer of capital equipment, Mr Hamilton has found his company's Christchurch location allows it to compete not only in the North Island, but also in export markets, and he is confident of steady growth in the years to come.

Mr Hamilton also points out that Christchurch has, since pioneering times, been the home of engineering in New Zealand.

"Christchurch", says Lichfield Director, Mr J. G. Aston, "has appealed to executives who have joined Lichfield in recent years as a city large enough to be active in cultural and other activities, yet within easy reach of renowned outdoor-living.

"The International Airport has played a major role, enabling visits by suppliers of fabrics and machinery from all parts of the world.



Mr C. W. F. Hamilton



Mr J. G. Aston



Fun in a jet-powered boat. This form of power was developed in Canterbury and has spread to many parts of the world.



Mr R. H. Stewart

"Efficient airfreight of shirts, pyjamas, blouses and window display equipment has placed Lichfield almost on the doorstep of the most distant stores." Lichfield sell in such competitive overseas markets as Hong Kong.

From humble beginnings in 1930 the company has developed to a multi-storey city factory with satellite factories as well in other parts of the province.

The Christchurch situation has enabled the company executives to keep in touch with world trends in production, fabrics, and merchandising, and its growth demonstrates that its selling programme has without difficulty spread nationally and overseas.

P.D.L. Industries Ltd, central company in a group which manufactures a complete range of electrical accessories, sheet metal products, electric heaters, and which provides a custom plastic moulding service to other industries throughout New Zealand, is another example of an industry which has found Christchurch the location for profitable and rapid development.

Mr Robert J. Stewart, the group's sales executive, points out that for the past seven years the company has been doubling its output every three years . . . "This will give you an idea of the tremendous growth that is possible in Canterbury," he says.

The group is one of the National Airways Corporation's largest airfreight customers, and, as New Zealand's largest supplier of electrical accessories, it finds Christchurch an ideal export base because of its excellent airport and shipping facilities.

The group has found Christchurch's large pool of engineering knowledge vital to its undertakings. The city has a large fund of engineers, toolmakers and plastics technicians, vital to P.D.L.

When the group's energetic Governing Director, Mr R. H. Stewart, first joined it, the staff was eighteen. Now, after seventeen years of explosive growth, directed by Mr Stewart it numbers more than 300, and the factory now works twenty-four hours a day seven days a week.



Mr N. H. Rudkin

Mr N. H. Rudkin is another industrialist in a good position to evaluate Christchurch's advantages.



G.M.V. "Aramoana", (a road or pathway over the sea) the roll-on roll-off road and rail ferry which links the North and South Islands and, as well as vehicles and trains, carries 1150 passengers.



Women form a substantial part of the Christchurch industrial work force. Here women are seen working in a section of PDL Industries modern plant.

As Managing-Director of Lane Walker Rudkin Ltd, Christchurch-based textile manufacturers who are not only among New Zealand's largest apparel producers but compare also more than favourably with similar manufacturers anywhere in the world, Mr Rudkin fully endorses favourable opinions of Christchurch as an industrial centre.

Christchurch is reasonably central to the rest of New Zealand, he says.

"One advantage, possibly peculiar to the textile manufacturing operation, is a plentiful, on-the-spot low cost supply of very good water," Mr Rudkin says.

This might not be a factor to influence other industries, but in textiles it minimises production losses.

"Christchurch," says Mr Rudkin, "offers the manufacturer many other advantages which would be of interest to all types of operation.

"Land, for example, is generally cheaper, and because it is available close to the main distribution points—railways and port—it creates considerable savings in freight costs.

"Labour also tends to be more stable in Christchurch. There is not the same competition for it as has developed in the north, and the consequence is that labour costs tend to be a little lower and staff turnover a little less."

Managing-Director of Skellerup Industries Ltd, an enormous combine manufacturing rubber goods from capital equipment to fashion apparel, plastics and even salt, Mr V. R. Skellerup is in a position to view Christchurch's advantages, for his group of companies has plant throughout New Zealand.

"Over the past ten years," he says, "we have installed manufacturing plants in other parts of New Zealand, notably in Auckland and Featherston, but generally speaking we still find Christchurch the most favourably situated for our type of business and the greater part of our expansion has been and will continue to be in Christchurch."

When the company began manufacturing rubber goods in 1938, it had a natural preference for the city where its head office and distributing organisation was based, Christchurch.

But Christchurch was not the only location the company considered at that time.



Broadloom carpet being manufactured at the Riccarton suburban factory of the Carpet Manufacturing Co. (N.Z.) Ltd. As a woolgrower, New Zealand and particularly Canterbury regards wool manufacturing industries as of considerable importance. There is more than one carpet manufacturer in Christchurch.

"We found that conditions were most favourable in Christchurch in several respects.

"For instance, the price of land was reasonable; labour was freely available; and, most important from a rubber industry point of view, there was an ample supply of water with good facilities for drainage.

"We do feel that Christchurch manufacturers suffer slightly in that they have to freight the bulk of their output to the North Island, but the advent of the roll-on-roll-off road and rail ferry 'Aramoana' has given prompt service and delivery."

"It seems a historic coincidence," says Mr D. R. Hindson, manager of the Carpet Manufacturing Company (N.Z.) Ltd, "that one of New Zealand's major woollen industries, the Riccarton carpet mill of Felt and Textiles, should grow up on the very site which, a century earlier, the pioneer John Deans chose for his station 'Riccarton' and to which he imported the first flock of sheep from Australia.

"But it is no coincidence that the Riccarton mill is situated where it is," says Mr Hindson.

"In 1946, when the mill was built, this area offered reasonably priced level land for industry right in the heart of some of New Zealand's finest sheep country.

"There was an abundance of electric power, and the promise of a bonus of future development.

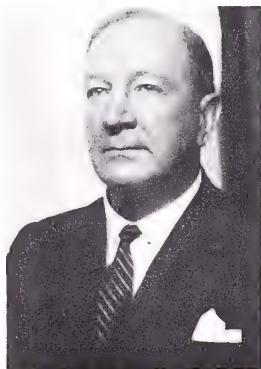
"This promise has been justified with the westward expansion of the city," says Mr Hindson, "and the development of the new Cook Strait transport service which has brought Canterbury into direct railway contact with every part of New Zealand."

"One of the dominant traits of man is his loyalty to the province of his birth," says Mr A. R. Mackay, President of the Canterbury Chamber of Commerce and Managing-Director of A. R. Mackay Ltd. "Due allowance must therefore be made for my allegiance to Canterbury. However, I have visited a considerable number of countries overseas and indeed lived and worked abroad for several years.

"After discharge from service with the Royal Navy at the end of the war, I, with my New Zealand wife, was faced with the



Mr D. R. Hindson



Mr A. R. Mackay

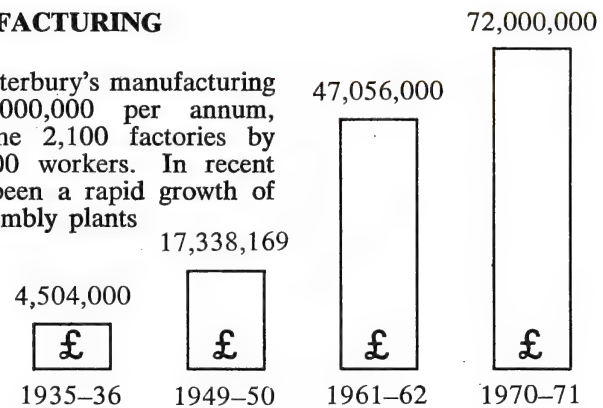
Timaru Harbour, one hundred miles south of Christchurch, the busy port of Canterbury's second city. It is being extended to cope with developing trade. In common with the rest of Canterbury, Timaru is growing fast.



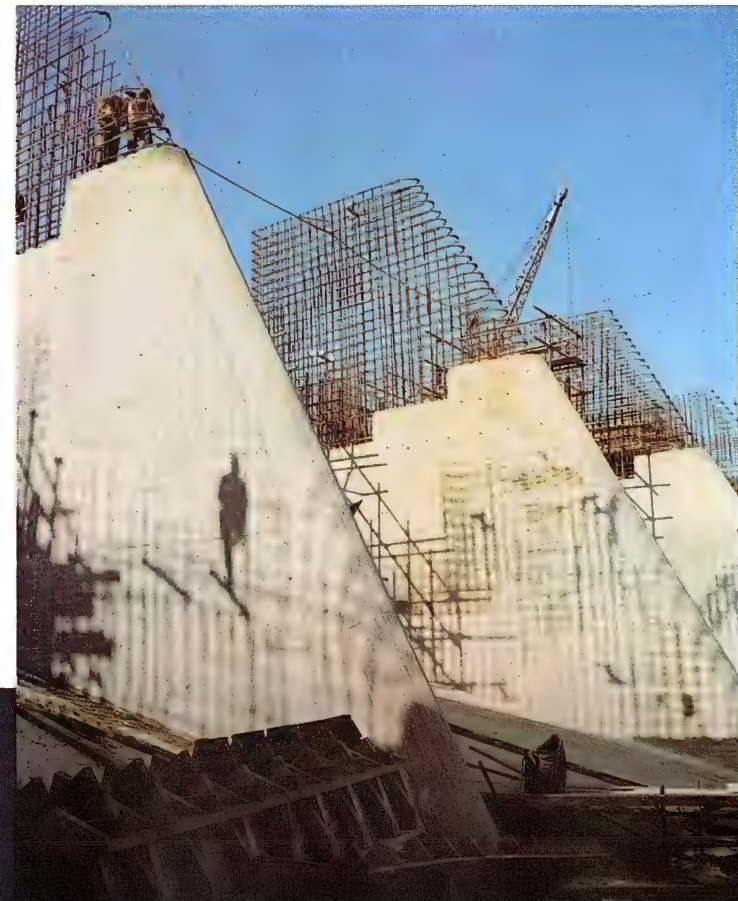


MANUFACTURING

The value of Canterbury's manufacturing is over £100,000,000 per annum, produced in some 2,100 factories by more than 33,000 workers. In recent years there has been a rapid growth of factories and assembly plants of all types and sizes.



Added value of Factory production in Canterbury.



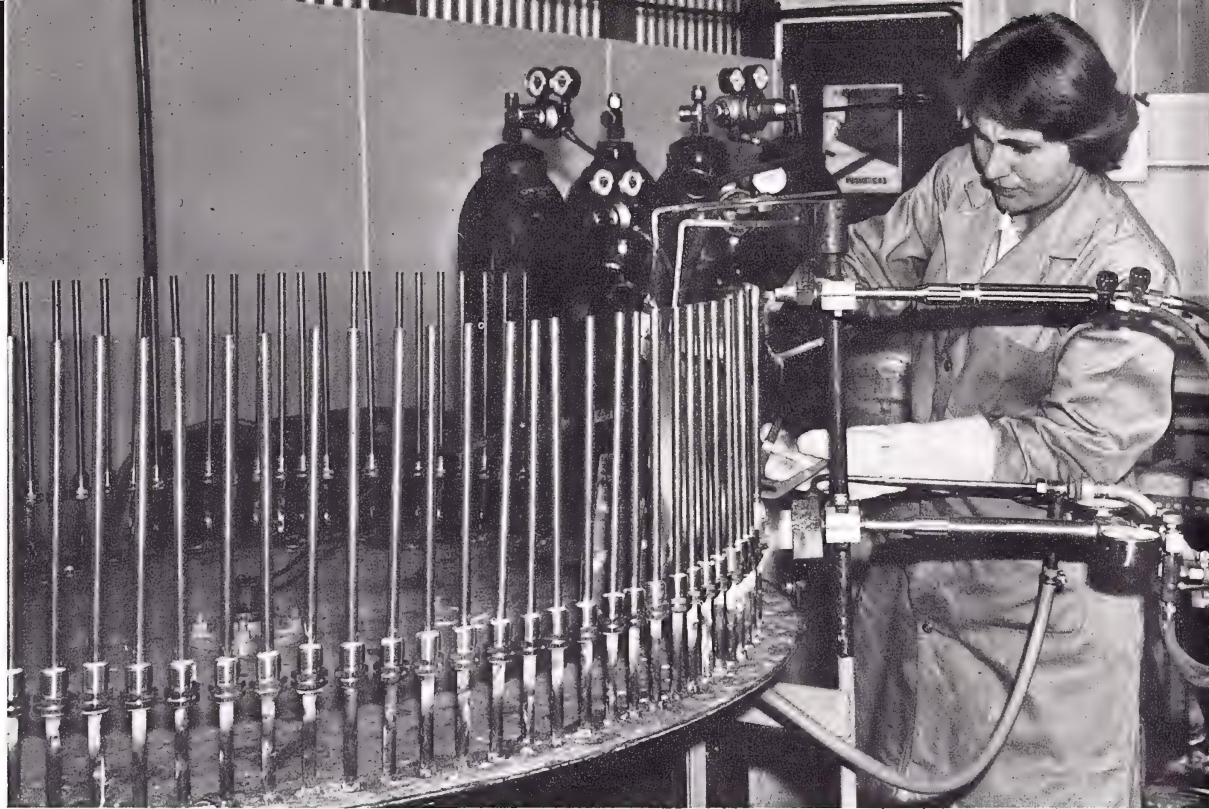
Top: The 63,000 sq ft warehouse and head office block for Grocers United Stores Ltd at Hornby, Christchurch. This was an industrial leasehold project designed to the client's requirements and built by Fletcher Construction.



Left: A sight familiar to New Zealanders—huge concrete construction for hydro-electric power. Electric power is being continually advanced in New Zealand. In the South Island one multi-million pound scheme has just begun running, while no less than two more, both big by world standards, are being constructed.

Above: Making chassis for railway locomotives at C. W. F. Hamilton and Co.

A woman engaged in one of the processes during the manufacture of high speed drills in a Canterbury factory.



alternative of either staying in Europe or returning to New Zealand. Both my wife and I were convinced that Canterbury offered most of the attributes required for living and we accordingly returned.

"My company is concerned with various phases of the transport and farming industries, both of which provide ample scope for trading operations of some magnitude.

"There is no doubt in my mind that Canterbury has a present base and future prospects for most favourable commercial enterprise. Our living and working conditions are second to none in the world. People are the key factors in all growth, commercial or cultural, and there is nowhere else in the world where people can receive better rewards for vigorous enterprise, coupled with a full and rich leisure.

"All sports are within the reach of anyone, opportunities for industrial enterprise abound.

"The arts, music and drama flourish here in a manner which is surpassed only by the few great cities of the world, and they flourish here for their inherent qualities."



Mr A. R. Guthrey

Another strong protagonist for Christchurch is Mr A. R. Guthrey. Mr Guthrey is a City Councillor of some years' standing, one of vigour who has put much of his energies into developing Christchurch International Airport, a Director of Air New Zealand and of the National Airways Corporation. In Christchurch he is principal of a large, and expanding, carrying business with shipping and customs sections, and of a thriving travel agency.

After service in World War II, Mr Guthrey founded his business in Christchurch "due to the fact that I lived in Christchurch."

"But," says Mr Guthrey to-day, "on reflection, I now consider that if I had the choice of starting again anywhere in New Zealand I would most definitely choose Christchurch."

Mr Guthrey explains that his company's growth to its present scale—fifty-four trucks, staff of 150, very large Customs and shipping departments—"is evidence of the opportunities for private enterprise in Canterbury. One of the main reasons for our expansion has been the fact that many of our Canterbury clients have rapidly developed their business and consequently their demand for our services."

Describing the growth in many directions of his business out of simple transport into the realms of storage, marine insurance, industrial crating and packing, wool-dumping and so on, Mr Guthrey emphasises his belief "that this steady development in transport, which is only a service organisation for commerce and industry, is an indication of the opportunities for enterprise in all fields of endeavour in Canterbury."

Mr Guthrey emphasises too, the Christchurch advantages of flat terrain, cheap land and power, ample water "and a very good community spirit. The city is confident of its own development, strength and future."

If the Christchurch business pace did not seem so fast as in Auckland, there was a strong impression of integrity in Canterbury, Mr Guthrey says.



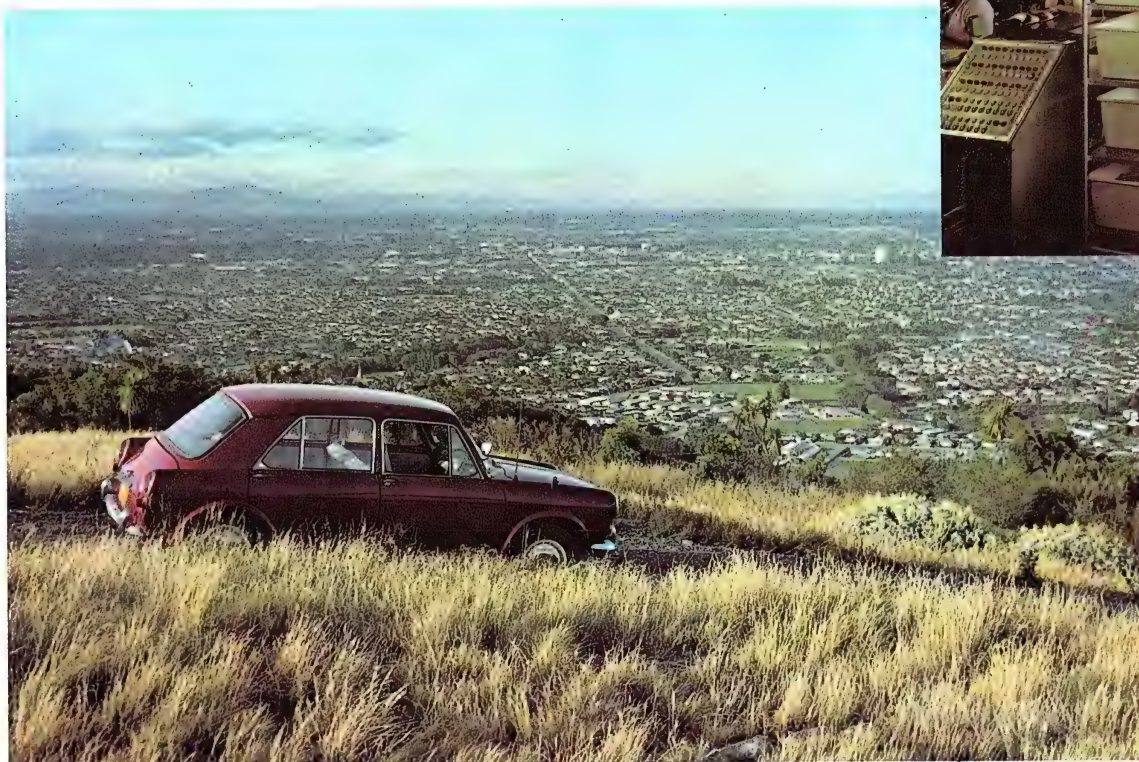
New Zealand is noted for its fine road and railway engineering. As equipment is developed the job can be tackled on a bigger scale more quickly, as this picture indicates.



Above: The proud Southern Alps sweep along the horizon with Lake Tekapo in front. The dam and spillway in the foreground are part of a hydro-electric scheme, Tekapo being a storage lake. Right: The formal Rose Garden in Christchurch's beautiful Botanic Gardens, with a fine copper beech in the background.



An interior view of Fletcher Industries Plycopyne particle board factory. With vast tracts of man-made exotic forest in Canterbury, the timber industry in all its varied departments is a big one in Christchurch.



Looking over Christchurch from the Cashmere Hills. A memorable scenic drive, the Summit Road, runs high along the Cashmere and Port Hills and offers many wonderful views.



Skilled machinists at work in the sewing room at Marathon Rubber Footwear Ltd, in Christchurch. This is New Zealand's largest footwear factory, producing more than one million pair a year and employing a staff of more than 500.



Mr D. W. J. Gould

“We know that we have the very best of reasons—past, present and future—for basing our operations in Canterbury,” says Mr D. W. J. Gould, Chairman of Directors of Pyne, Gould, Guinness Ltd, stock & station agents and grain & seed merchants.

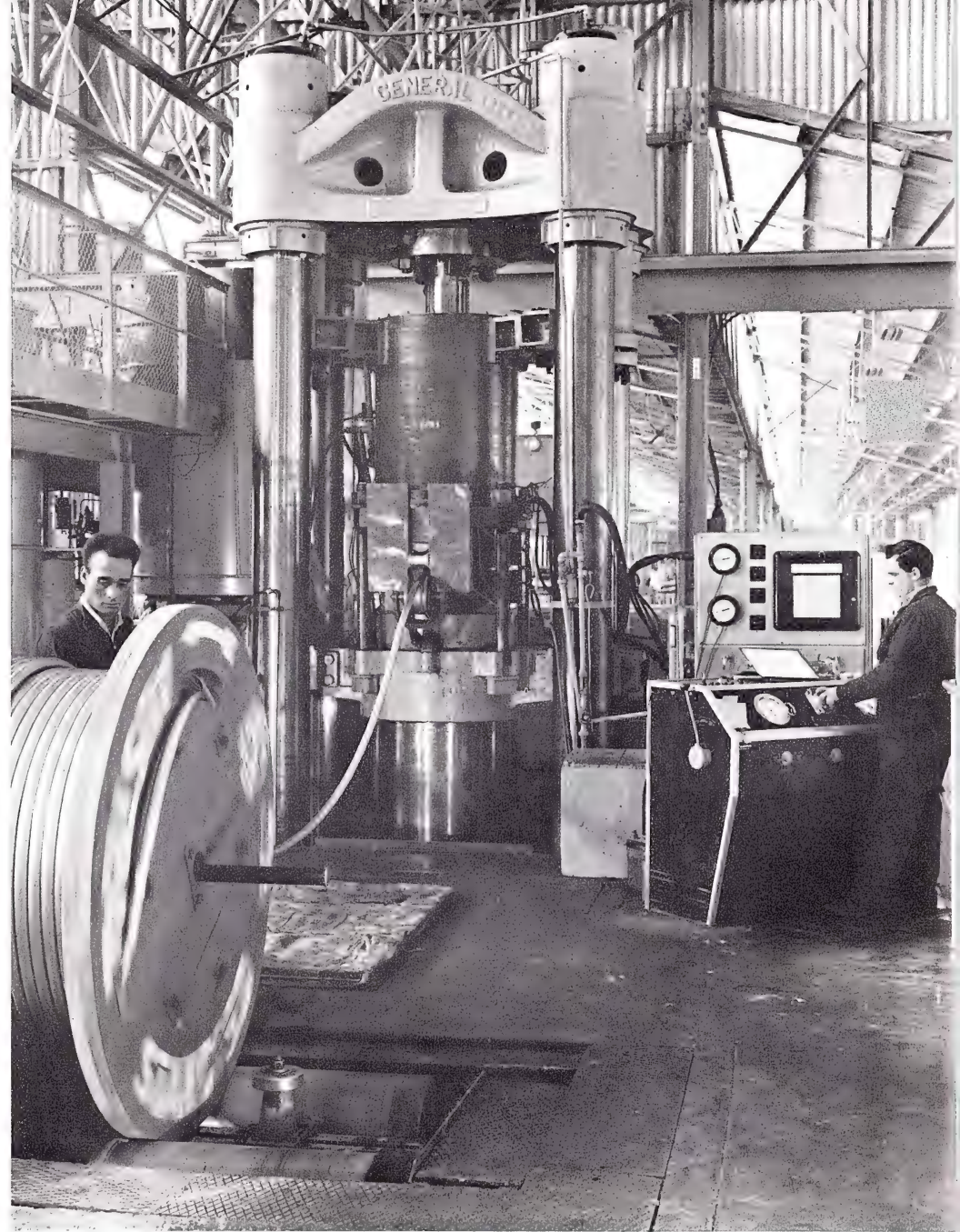
“We were bred in Canterbury. We grew up in Canterbury. We have grown with Canterbury. We will share and help to set the future growth of Canterbury.

“Let no one think that this is just a parochial attitude. Our horizons were, are and will be wide, wider—and wider. But we know a fertile plain when we see it. After all that’s our business. That’s why we are here to stay.

“In 1891 Guinness & Le Cren commenced business in Timaru as stock and station agents, expanding shortly to Waimate and in 1904 to Geraldine by the acquisition of Maling & Shallcrass.

“The origin of Gould, Beaumont & Co., runs back to the earliest days of the Province when in 1851 George Gould built with his own hands the first general store and place of business in Christchurch.

“That was the seed. That’s why we know Canterbury—and why Canterbury knows us. That’s why we’re here. To stay. To help. To grow—with Canterbury.”



Cable manufacture is among Christchurch’s many industries. Here the finished product is being wound at high speed on to a reel ready to be transported to its market.

INDUSTRIAL LEASEHOLD

UNLIMITED POSSIBILITIES FOR industrial development and expansion exist in Christchurch which is an industrial centre of major importance to the economy of New Zealand and a centre which is continually growing as more and more commercial and industrial enterprises expand or are established and increasing commercial and industrial building takes place.

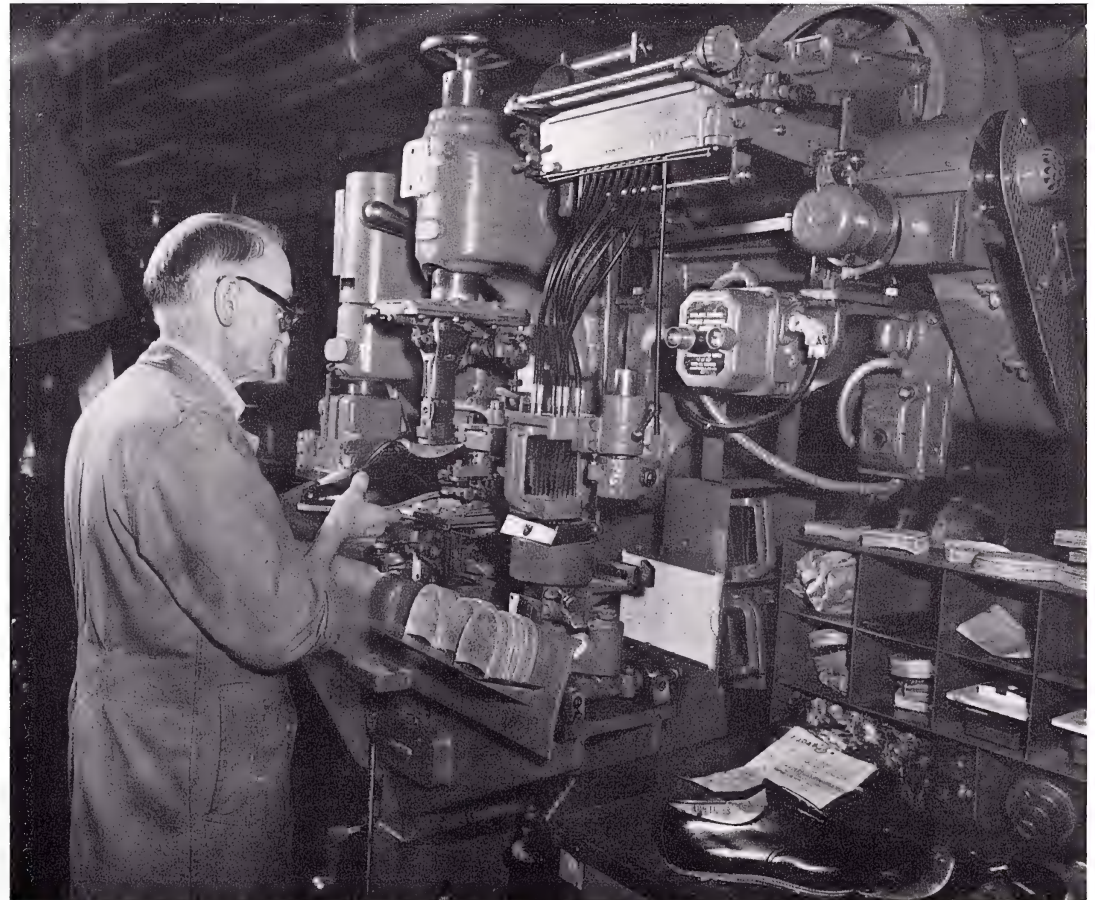
Industrial leasehold schemes are playing their part in Canterbury's growth in the unlimited development of new buildings for commerce, industry and manufacturing.

One of its services is the promotion of the leasehold development of factories, warehouses and similar buildings to suit the particular needs and requirements of the user-occupier.

Through such schemes plants can be designed, financed and erected "tailor-made" to suit. The completed premises are then available on long-term lease and the user-occupier thus enjoys all the benefits of new, modern, efficient premises without the capital outlay on land and buildings.



One of Canterbury's big footwear factories—Christchurch is New Zealand's leading centre for the manufacturing of footwear.



Such a scheme successfully completed was the development of a big area of industrial land about five miles from the city centre. On this land are now extensive warehouse, storage and office premises of the important firms of Grocers United Stores Limited and J. Wattie Canneries Limited.

The Fletcher Trust & Investment Co. Ltd have acquired an area of 16 acres of industrial land at Sockburn, nearer the city centre. This land has railway frontages and is being developed as an industrial estate in accordance with modern overseas trends. It will be attractively laid out and landscaped.

Sites are to be available in the estate in a selection of suitable sizes and shapes able to accommodate buildings to suit most types of light and heavy industry. Housing, transport and shopping facilities are conveniently close.



From the air, the Canterbury Plains showing clearly the patchwork of fields and the farm settlements with their shelter trees. Some small exotic plantations are also seen.

The Province Bountiful





A view of butchers working on the chain killing system at one of several freezing works around Christchurch. This one is the New Zealand Refrigerating Company's Islington works, and the carcasses are destined for tables throughout the world.

A LITTLE MORE than one hundred years ago farming in Canterbury, New Zealand's biggest province, was just beginning.

Compared with the treeless, tussock areas of those times, the scene today is of fertile fields sheltered by trees, water races for stock, new types of crops and stock carefully bred for the improved pastures and trade needs.

Productive capacity has been developed far beyond all original dreams, and still the full potential has not been realised.

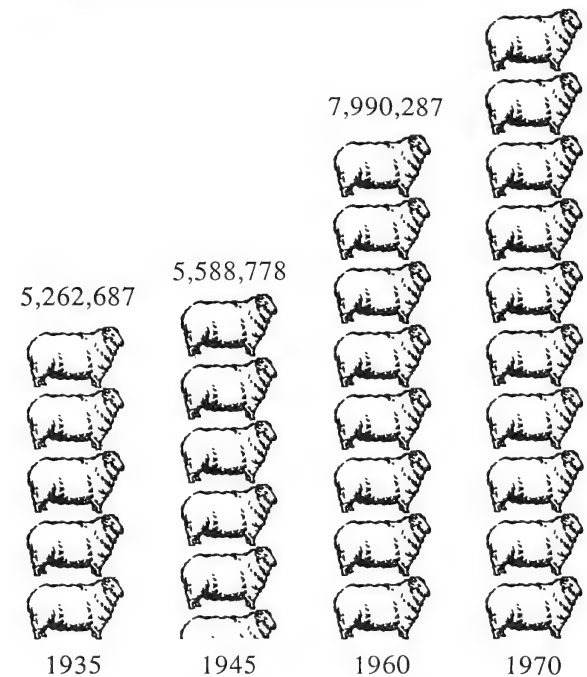
The big factor in this transformation was refrigeration.

The introduction of refrigerated holds in cargo ships brought the market which was 12,000 miles away right up, in effect, to the farmer's front gate. It is a rich market, a rich trade, and has given the farmer not only the incentive for development but the finance too.

Refrigeration and the resultant development of the freezing industry in Canterbury came at a time of low farm prices, low crop yields, and fast multiplying sheep production.

It could not have been better timed. No other development has had such an impact on farming, let alone the economy of the nation.

Sheep population of Canterbury 10,006,000



In the year to April 1965 meat earned £106,000,000 in overseas trade, in second place to wool as income earner.

Refrigeration brought a demand for a new type of sheep, and a change began which was to end in the development in Canterbury of the Corriedale, a breed which produces both meat and wool of high quality. Frozen meat was now the outlet for surplus sheep.

The Corriedale are in greatest numbers of any breed in the free world and buyers from throughout the world come annually to renew their flocks with the top strains maintained in Canterbury stud flocks.

In a nation which is the world's largest meat exporter, Canterbury is the leading provincial producer. Canterbury Lamb is a guarantee of succulence and quality, and on the other side of the world it has become a household name.

Each spring more than 7,000,000 lambs are born in Canterbury.

Of the nation's thirty-seven freezing works, four are adjacent to Christchurch and a fifth is at Ashburton, an important provincial centre fifty miles south.

It is not surprising to find Canterbury holding many of New Zealand's farm production records.

Canterbury produces about 70 per cent of the nation's wheat. A similarly high proportion of barley is grown, and also small seeds, like clover and grass seeds.

It has the biggest crop area of any province in New Zealand, and its sheep population is also the biggest.



The hill country is not all rugged. Much of it is pleasant and picturesque, as here. Sheep which provide so much of the nation's wealth, and cattle which represent a growing new trade in export beef, are always visible.

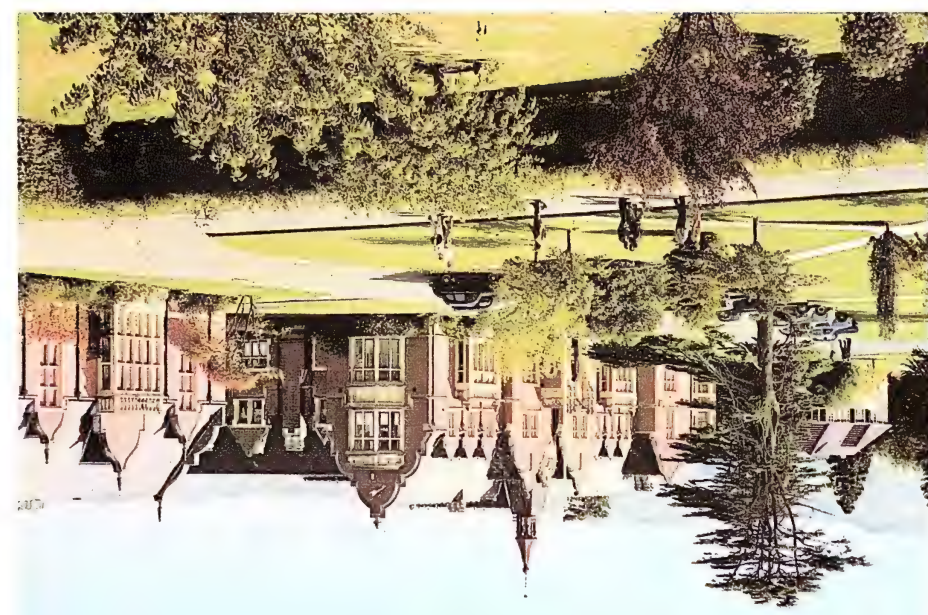
Right: Canterbury, the granary of New Zealand. Here wheat is being harvested in bulk.

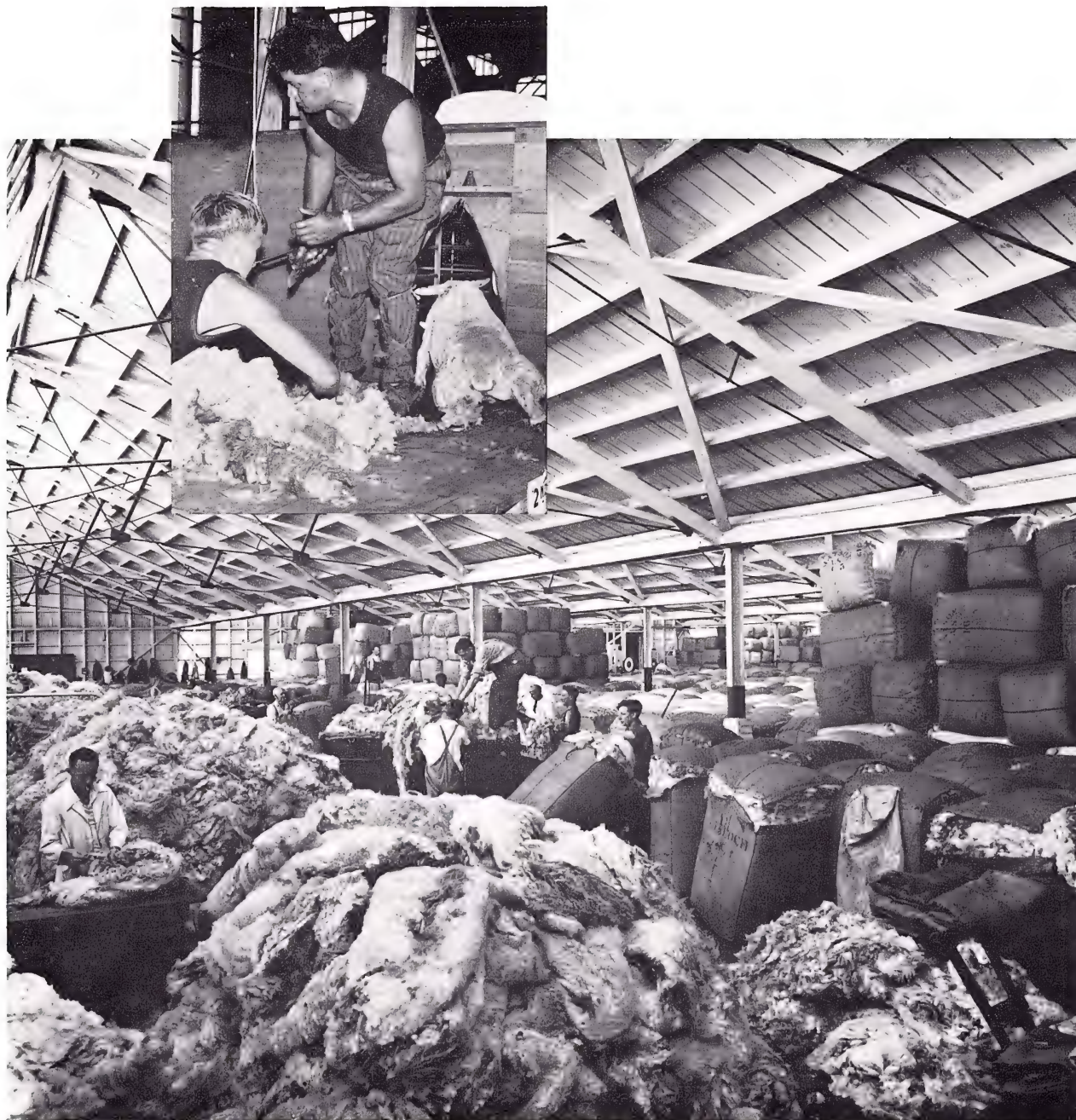


Above: Looking towards Mount Cook from Glentanner sheep station, in the Mackenzie country. Glentanner is one of New Zealand's best known sheep stations, noted for its rugged country, where sheep are mustered on foot and where the shepherds are mountaineers by necessity.



Lincoln Agricultural College, one of New Zealand's two agricultural universities, situated a few miles out of Christchurch. Research and teaching at this college have accomplished much in the direct- ing and developing of Canterbury and New Zealand farming.





The woollen jacket in Tokyo, the rug in London or the high fashion woollen gown in New York might well have had their beginnings here. In the inset a shearer has just finished a sheep and a shed hand is "picking up". The view below is of classing in a big Christchurch wool store, preparatory to one of the sales which attract buyers from the world over. Wool is New Zealand's richest export, and Canterbury has the nation's biggest provincial sheep population.

Canterbury farming is probably more diversified than farming in other parts of New Zealand. With generally kindly soil and climate over the Plains and foothills, the farmer has available a wide range of agricultural and pastoral activity.

Canterbury has land suitable for growing every type of agricultural produce, and for breeding every type of farm animal.

Wheat, barley and other cereals and small seeds, potatoes, peas, onions and similar crops provide an alternative to sheep and cattle raising.

New Zealand is the world's third largest producer of wool, in which Canterbury has largest share of all the provinces.

Wool exports, for example, earned £112,800,000 for the year ended April, 1965, and in the light of this figure the importance to Canterbury of the huge wool stores which are part of the Christchurch scene, and the Wool Exchange to which come buyers from all parts of the world to bid for Canterbury's yield at the regular auctions, will be readily appreciated.

Canterbury farmers—their record leaves no doubt—are progressive. They have access to, and take full advantage of, expert advisory services.

The Department of Agriculture provides expert advice in all departments of farming. The Department of Scientific and Industrial Research has its Crop Research Division situated just outside Christchurch. Close by it is Lincoln College, one of New Zealand's two agricultural "uni-



versities" which offers not only diploma and degree courses but also many short, intensive courses for farmers on specialist subjects, and undertakes research in wool-growing and many other departments of farm production.

Aerial topdressing, or sowing, is well known in Canterbury. What began experimentally in 1948 as a means of fertilising hill country pastures, and was established commercially in 1949, is now an important part of Canterbury's, and New Zealand's economy, and no longer restricted to fertiliser.

As well as topdressing with fertiliser, these aircraft also sow seed, spread rabbit poison, weedkiller and insecticide, and drop fencing materials and other supplies in the hills and mountains. Seeding trees to stabilise mountain land against erosion are also planted in air drops.

Activities are no longer restricted to the high country, and landing strips are a common feature today on Canterbury farms. In the year ended March, 1963, for example, 592,473 tons of fertiliser were sown in New Zealand from the air—more than half the total spread in that year.

From experiments in 1948, the aeroplane became another agricultural implement in New Zealand in 1964 half the fertiliser used in the country was spread by aeroplane.

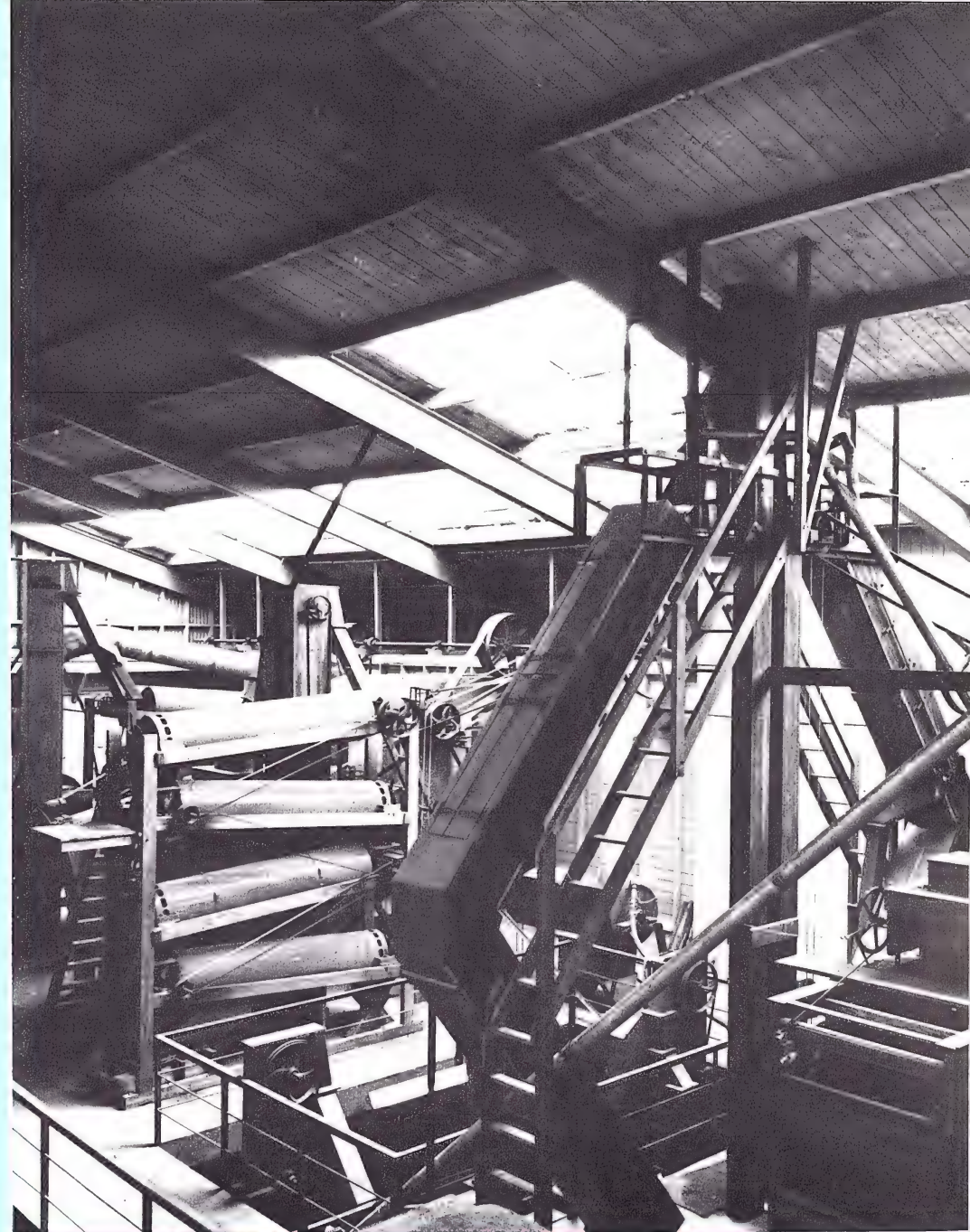
Canterbury the Granary of New Zealand

THE ARABLE FARMING of New Zealand is mainly in the South Island, the greater portion of the area being in the province of Canterbury, where the plains and the easier rolling country are farmed on the arable system. Of the grain, seed and peas, Canterbury produces over 60 per cent of the New Zealand production. The following are official statistics for the year 1962-63:

	N.Z. Acreage	N.Z. Yield <i>bushels</i>	Canterbury Acreage	Canterbury Yield <i>bushels</i>	Percent
WHEAT ..	226,000	9,492,000	145,996	6,131,832	64.6
BARLEY ..	87,000	4,176,000	61,944	2,973,312	71.2
OATS ..	21,000	1,029,000	11,571	566,979	55.1
PEAS ..	30,000	102,000	19,050	647,700	63.5
	<i>tons</i>			<i>tons</i>	
POTATOES ..	22,000	778,200	8,492	68,785	38.6
RYEGRASS ..	265,520	65,071,000	177,632	43,532,499	66.9
COCKSFOOT ..					
WHITE CLOVER					
LUCERNE ..					
RED CLOVER					
		<i>lb.</i>		<i>lb.</i>	

Over and above seeds used for New Zealand pastures the grass seeds, White Clover, Cocksfoot, Red Clovers, Browntop, Garden Peas, Maple Peas, Potatoes and other varieties are exported to all parts of the world bringing in a substantial return in Overseas Funds.

To accomplish this has been a challenge to the Seed Merchants of Canterbury, to invest capital in stores and machinery, to train operators who take a pride in their efforts, to be able to process seeds to a high standard of purity and quality.



A section of the largest and most fully equipped small seed and garden pea cleaning and processing plant and warehouse in the Southern Hemisphere. This plant is operated in Christchurch by Wright Stephenson and Co. Ltd., and its produce goes throughout the world.

Canterbury is New Zealand's biggest potato grower, and the second largest onion grower. Recent census figures also revealed that Canterbury grew 63.5 per cent of New Zealand's peas for purposes other than canning and freezing, 38.6 per cent of the nation's potatoes, and an increasing share of the peas needed for food processing.

Canterbury is very close to holding third place, with Auckland, for fruitgrowing.

A wide range of apples is grown in orchards near Christchurch, and pears also.

The apple and stone fruit blossom in the valleys of the Port Hills is one of the spring colour features of Christchurch.

Apple growing around Christchurch continues to expand. A tour around country lanes to the north of the city suggests even greater orchard development, but in fact some of these new orchards are simply replacing older ones which have been overtaken by housing development.

Apple and pear growing in Christchurch in particular, but fruit growing in general, has an assured future as local production barely satisfies the needs of expanding Christchurch which is, in effect, a guaranteed market.

Some of Canterbury's apple crop is exported overseas. Cox's Orange and Kidd's Orange are sent to Britain.

Christchurch, too, boasts the most northerly part of New Zealand in which apricots can be grown. Apricot production, and peach production, is advancing

Assisted by the Department of Agriculture, local growers have moved tentatively into the export business. Using air freight, consignments of peaches have been sent to Hong Kong.

Cherries are also being flown to Britain. Canterbury is the second largest raspberry grower in New Zealand, and picking is a profitable vacation task for hundreds of schoolchildren.

Other varieties of small fruits are grown, and strawberry growing is developing rapidly. It is, however, a crop which fluctuates, since the plants generally have a three year life here, against the twenty years or so for raspberry canes, and pip and stone fruit orchards.



Governor's Bay, nestling beneath the Seven Sleepers at the head of Lyttelton Harbour. In the foreground is part of the market garden which supplies some of Christchurch's fruit and vegetable needs.

Canterbury has always been noted as a developing ground for thoroughbred yearlings, and today this is a big industry.

Limestone deposits in North Canterbury are famed for their bone development qualities but even in centres where limestone is not so evident racehorses have developed that have made their name throughout the Dominion and overseas—the most notable example in more recent years being Phar Lap whose mystery death in America after winning the rich Agua Caliente Handicap has never been satisfactorily explained.

Canterbury's horses have ranged far and wide, dominating classic and handicap races for many years—these performances have drawn many overseas buyers to Canterbury, and despite the ravages of these visits, stud strength continues to be revitalised.

With heavy and light land to contend with studmasters have had their problems, but with the help of science studmasters in common with farmers are well served by Lincoln College and the Department of Agriculture in their search for the best grasses and other types of fodder that have played such leading roles in keeping thoroughbred bloodstock in Canterbury at such a high level.

Breeding in Canterbury has been largely responsible for the development of "the sport of Kings" to the high standard it has reached to-day.

The poultry industry in Canterbury, always a large one, is on the threshold of even greater development. With 600,000 laying birds in the area at present, the emphasis is on egg-laying, and traditionally this has been the principal object of poultry keeping in Canterbury.

As an egg producer the province is New Zealand's



Christchurch has a large number of dairy farms close in, engaged in milking to supply the city. Some, like this one, are models which stand comparison with dairying in any part of the world.

second largest, and it is also a large egg exporter, mostly to the capital, Wellington.

Now Canterbury poultrymen are about to expand into a big broiler fowl industry, and it is confidently expected that Christchurch will become principal producer of table birds within a very few years.

This side of the industry will not detract at all from egg production; the two can complement each other.

Irrigation is a very promising line of development being promoted in Canterbury by the Department of Agriculture and Lincoln College.

The Canterbury Plains are dissected by swift, snow-fed rivers rushing from mountain to sea, but between them are large tracts of plains which can be irrigated from these rivers.

Ample water is available from the rivers without storage or pumping and the water is generally excellent for irrigation. It is estimated that about 1,000,000 acres of productive farm land could be irrigated by inexpensive flood methods.

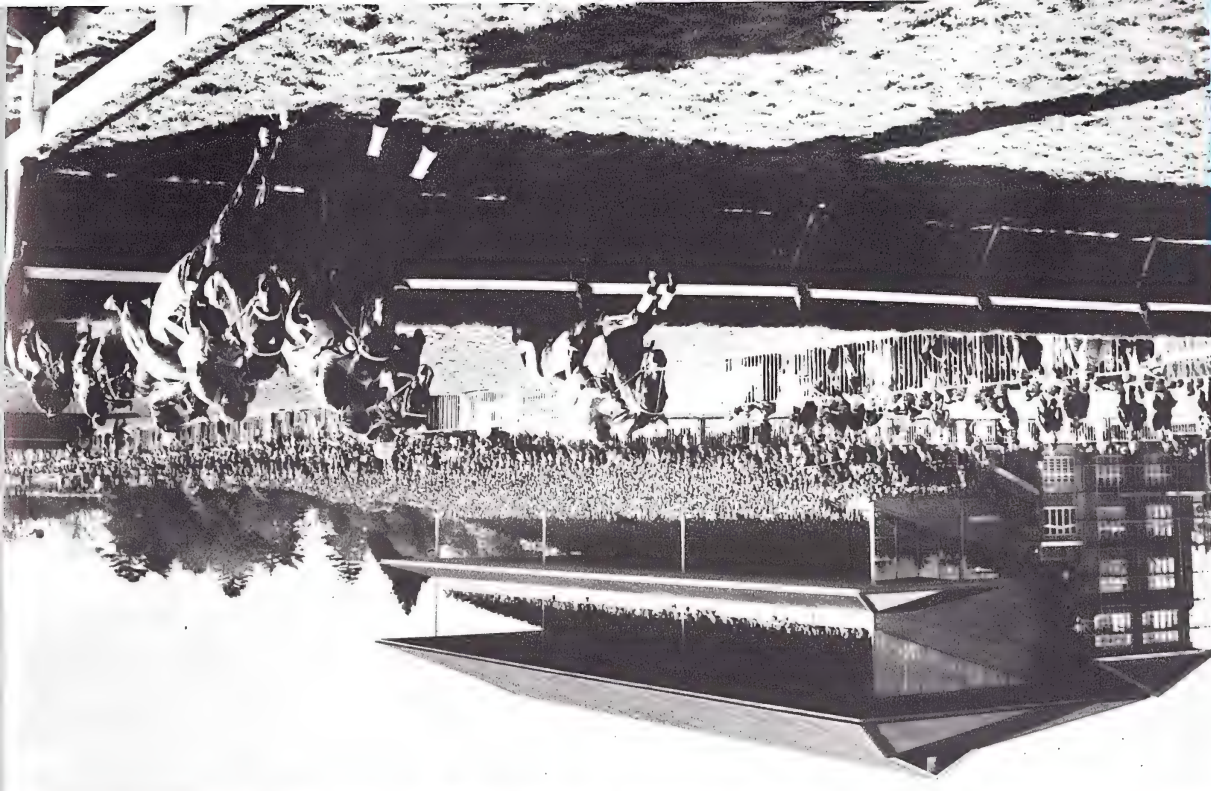
Irrigation schemes are restricted at present to Mid-Canterbury where five are operating, servicing a total gross area of 215,450 acres.

There are under consideration a further eight areas in North and Mid-Canterbury where irrigation could improve a further gross area of 723,000 acres.

Three of the schemes share water with hydro-electric power generation.

The Department of Agriculture conducts its national irrigation research at the Winchmore station in Mid-Canterbury where it has been amply demonstrated that pasture production can be doubled by efficient irrigation.

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Horse racing day and night. Christchurch is the home of trotting in New Zealand and the top picture shows a night meeting at the Christchurch Raceway, below. A top event in the New Zealand racing calendar, the Grand National Steeplechase at the Canterbury Jockey Club's Riccarton course.



A Wonderful Place to Live

LIFE IN NEW ZEALAND looks to many outsiders to be a kind of Paradise, in the realms of both work and recreation. Canterbury, with the blue South Pacific rolling benignly at its front door and thrilling mountain grandeur towering over its plains probably sounds unbelievable to the citizen of some crowded European city.

Recreation highly restricted either by cost or land ownership in the Old World is, in Canterbury, as much the citizen's right as the clean, fresh air and sunshine.

For example, a modest fee to join a club and a very short drive from Christchurch will take anyone ski-ing, complete with ski-tow services and hut accommodation.

A few shillings in season for a licence, and a man can seek the plump brown trout or salmon in Canterbury's mountain-born rivers, often without ever seeing another angler.

These two outdoor activities selected at random are not everyone's interests but they serve to demonstrate what applies equally in cultural pursuits—for which Christchurch is renowned.

In contrast with the older, heavily populated corners of the earth, New Zealand is Paradise.

The nation is a welfare state . . . in many departments of social legislation, it led the world, and the New Zealander to-day enjoys the accumulation and constant up-dating of this body of legislation.

No one need want . . . for the fit, there is plenty of work; for the old or infirm, there is State care.

The small population does not mean a poor living standard. New Zealand's is as good as any modern country's, motor-cars, washing machines, refrigerators, television, boating . . . however a standard of living is to be measured, New Zealand's is high, and better than average living can be found in Canterbury—the province bountiful.



Famous conductor Sir Malcolm Sargent taking a bow during one of his concerts with the Melbourne Symphony Orchestra during Christchurch's renowned Pan Pacific Arts Festival.

Health and Social Services



Modern, and attractively clinical in its design, is one of Christchurch's public hospitals, Princess Margaret Hospital. This is one of the State institutions which provide free medical service.

HIGH LIVING STANDARDS, kindly climate, good living and working conditions and the efficiency of the national health services contribute to the remarkable physical health standards of New Zealanders, and all these factors are abundant in Canterbury and Christchurch.

Health services and social services throughout New Zealand are extensive—the nation is as advanced in any of these departments as any in the world, and indeed in many aspects of social service has led the world. Naturally all these services are available in Christchurch and throughout Canterbury.

The Department of Health operates a comprehensive public health service, maintains industrial health clinics and, with the Labour Department, polices legislation which sets health and welfare conditions for workers, and generally maintains standards of public hygiene.

The State contributes substantially towards individual medical expenses, contributing generally 7s 6d a consultation and leaving the patient to pay a further fee, generally 5s for a general practitioner, ranging upwards to a larger amount for specialist services.

The State also pays public hospital expenses, and contributes towards private hospital expenses.

For mothers, ante-natal, confinement and post-natal services at public hospitals and State maternity hospitals are free. In addition, the comprehensive infant care provided by the Plunket Society on a voluntary donation basis has helped keep infant mortality at a very low level.

In Christchurch, as well as several public and private general hospitals and maternity hospitals, there is also the Plunket Society's hospital for ailing babies.

Further social services provide cash benefits in the form of pensions in old age, blindness and other permanent incapacity for work, and for widows, orphans, the unemployed, and wage-earners unable to work because of sickness or accident.

A family benefit, too, of 15s a week for each dependent child is paid to the mother. If she wishes, she may capitalise this to the extent of £1000 for financing a home for her family, or extending her existing home as necessity dictates.

In Christchurch, as well as the State services, there are numerous social services conducted by Church and charitable organisations.



The Plunket Society, a voluntary organisation, provides comprehensive infant care.

Following the precepts of its founder, Sir Truby King, it has helped keep New Zealand infant mortality at a very low level. Here a Plunket nurse completes a routine check on an older baby. Plunket nurses call on mothers of new babies in their own homes, and Plunket-trained Karitane nurses are also available to live in and help mothers with young families.

Education

NEW ZEALAND's education system has its origins in British practice, but has developed over many years to meet the needs of a new country. Opportunities for a broad education leading to university and a professional career are just as open to New Zealand children as are opportunities for trade training at school, leading to apprenticeship and qualification as a tradesman in an industry.

State education is free and compulsory between the ages of 7 and 15. Most children start school at 5, and free education continues until the year the pupil attains 19.

Very small children can attend nursery play centres, which exist in most Christchurch suburbs and are maintained on a semi-volunteer basis. The next stage is kindergarten, with fully trained teachers, and again Christchurch is well covered.

Though it might not seem so from this picture, the Woolston primary school has celebrated its centennial. These classrooms indicate clearly the way schools develop in Christchurch to meet requirements of modernisation and growing suburban populations.



Then comes primary school. In Christchurch there are plenty of State primary schools, with new schools constantly being built to keep abreast of suburban housing development. There are also a number of private primary schools, most conducted by Churches as parish schools.

Some of the State primary schools are six-year schools—two years in infant classes, four years in standards, the children transferring about 11 to intermediate schools, which comprise forms I and II, then going on to secondary school. Other State schools carry on to the Sixth Standard (Form II equivalent) and the children go directly to secondary school.

The intermediate schools have more facilities than the straight primary schools (cooking, woodwork, homecraft, metal-work rooms, etc.) and allow for individual differences with ability grouping.

State Secondary schools do not require entrance examination and have a multi-course structure similar to “comprehensive” schools in Britain.

Preparation for the university is open to all pupils, and students at the University of Canterbury come from all secondary schools in Canterbury.

The school certificate examination, regarded by most employers as a necessity, generally comes in the third year of secondary school. This is followed by University Entrance, prerequisite to enrolling at the University, and the more able secondary school pupils are “accredited”—that is, the school certifies the pupil has achieved the standard deemed necessary for entrance to the university.



New Zealand primary schools provide a complete dental service by fully trained dental nurses. Most schools have their own clinics. The nurses' training college is in Christchurch, and has become the model for many countries. Here a nurse chats to some of her young patients.



Looking more like the Old World than the New, the scene is at Christchurch Boys' High School, one of the several State schools with fine scholastic and sporting records.

A pupil not accredited is entitled to sit the examination.

As with primary schools, Christchurch is keeping pace with needs in secondary education by building new schools. Of the State schools, two are for boys and two are for girls, and the remainder are co-educational. The tendency is for new secondary schools to be co-educational.

At present there are fourteen State secondary schools in Christchurch, including a Technical Institute with extensive apprenticeship and technological training.

There are, also, a number of private secondary schools in Christchurch, all with Church affiliations. Most offer boarding facilities, and in general they follow the secondary school syllabus but, through their boarding aspect, with probably more intensity.

There is, in Christchurch also, a Teachers' Training College, in which teachers are trained over a three-year course—for primary schools.

The college has a secondary department, in which university graduates take a postgraduate course for secondary school-teaching.

Naturally, as befits a city of gardens and parks, all the primary and secondary schools in the city, private and State, have extensive grounds for all manner of recreation and sport.

A community halls scheme is giving some of the suburban primary schools a new role—that of community centre for the neighbourhood, permitting a variety of group recreational and cultural activities among adults.

The University of Canterbury

IF A UNIVERSITY is assessed by the influence of its graduates, the name of the University of Canterbury ranks high. Founded in 1873 as Canterbury University College, a college of the federal University of New Zealand, it had produced within eight years the second woman graduate in the British Empire and the first to win honours.

Within 20 years it had taken Ernest Rutherford from a Nelson farmhouse and begun to awaken his interest in physics. Many thousands of eminent men and women have graduated from the University of Canterbury and have had a lasting influence in many countries.

The University of Canterbury, as the college became with the demise of the federal system in 1962, has grown with the province it serves. The national policy of admitting all those able and willing to profit by higher education means that growth will continue.

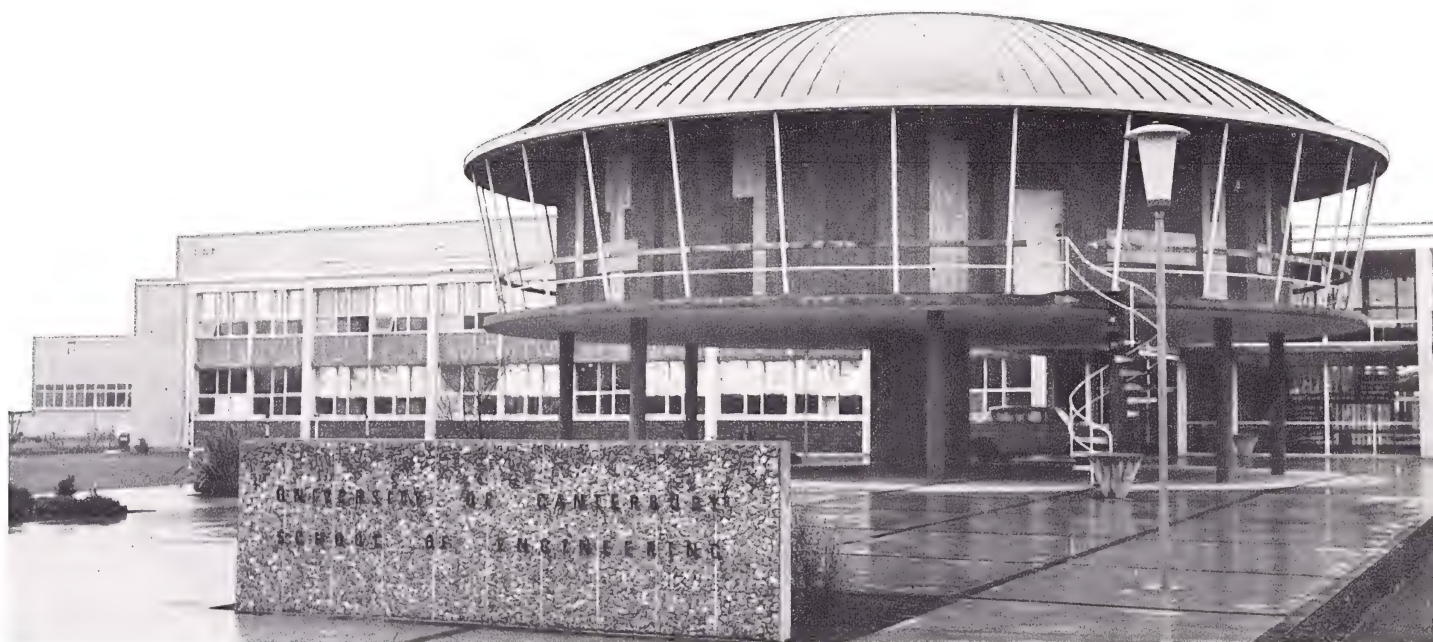
The expansion of the student roll has posed immense accommodation problems for the University. Temporary buildings were erected alongside the graceful stone buildings on the 2½-acre site in the heart of the city as the post-war roll grew, but by 1957 it was clear that the University could no longer expand on the central site.

Accordingly a bold decision was made to transfer the whole university, stage by stage, to a 162-acre site at Ilam, three miles from Cathedral Square.

Now a £10 million complex of buildings is rising on the Ilam site to meet the needs of an estimated student roll of 7000 by 1970-71 and up to 10,000 by 1980. The site is being developed in three stages and buildings are being occupied as they are completed to ease the pressure on accommodation on the central site.

There is a three-storey block for the Departments of Geology and Botany, a six-storey block for the Zoology Department and a two-storey block for the Mathematics Department around an architecturally-exciting two-storey lecture theatre block.

The eleven lecture theatres in the block will accommodate 1000 students at a time, with two of the theatres seating 250 students. The science buildings alone have a total floor space of nine and a half acres.



The circular lecture hall of the National School of Engineering, at the University of Canterbury's growing Ilam site. Other parts of the school are in the background.

The construction of additional buildings for the Faculties of Arts, Law, Commerce and Music and for the administration as well as a library, a Great Hall, a gymnasium and student halls of residence will come later.

The Government has also approved in principle the opening in 1969 of a new National School of Forestry at Ilam. By that time it is expected that the Government will have agreed to build the second School of Architecture in New Zealand at Ilam.

Also under construction is the 42,000 square feet Student Union building, which will contain a 490-seat theatre, a dining room, common rooms and offices of student administration. This building will cost £300,000 and no less than half the cost is being contributed by students.

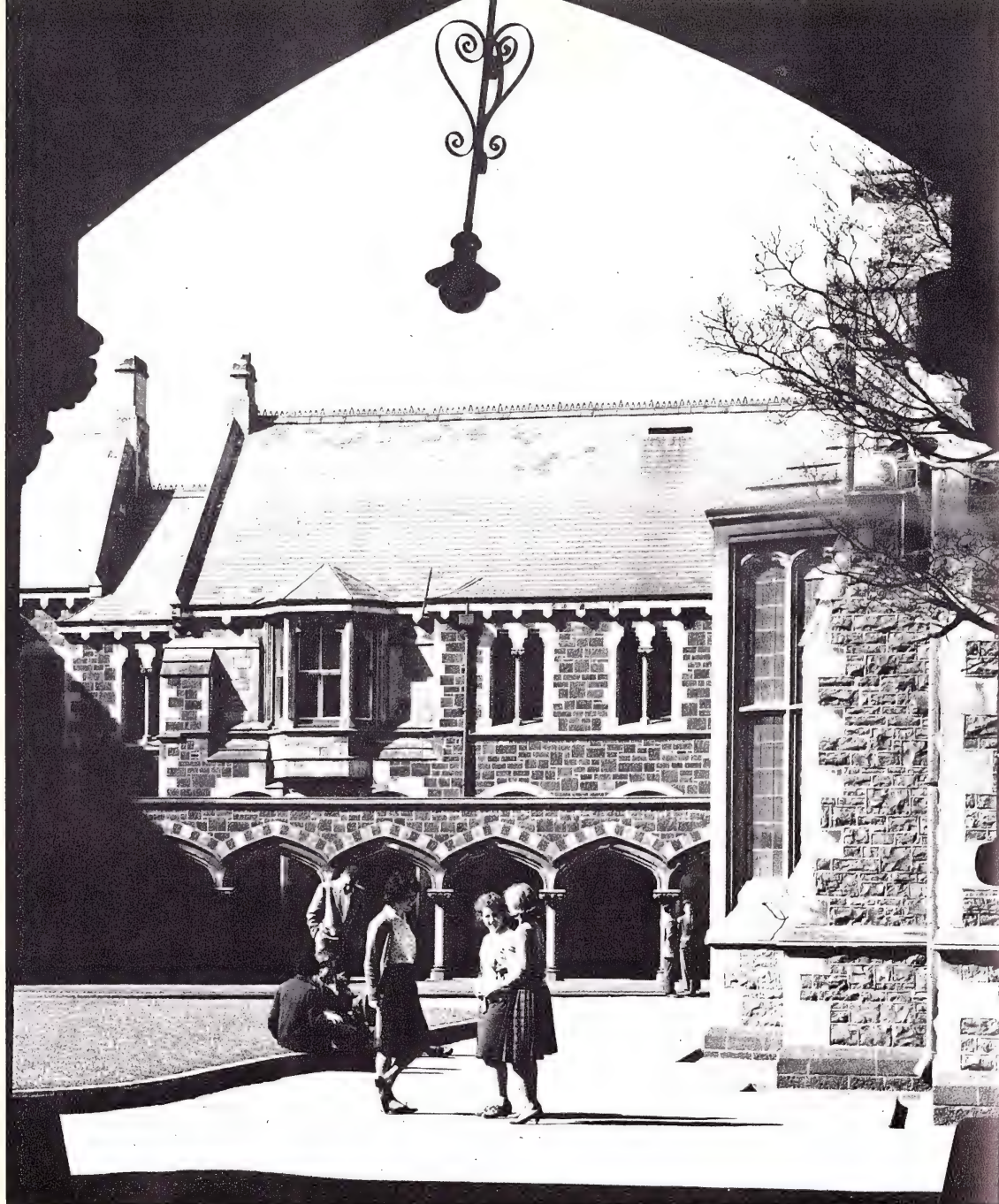
The plan for the University provides for courtyards and plazas at different levels to encourage free circulation and to give fresh interest to the eye—a return, in a sense, to the concept of the mediaeval market square as a meeting place.

Agriculture, industry, commerce and the professions are closely linked with the University of Canterbury. Lincoln College, a constituent college of the University, has been of inestimable value in the development of Canterbury's agricultural and pastoral resources.

Industry has been well served not only by the continuous stream of graduates but also by the University's Industrial Development Department in the design, construction and testing of sophisticated machinery, equipment and new products.

The close ties between business and the University are being continually strengthened and closer ties are planned in other fields.

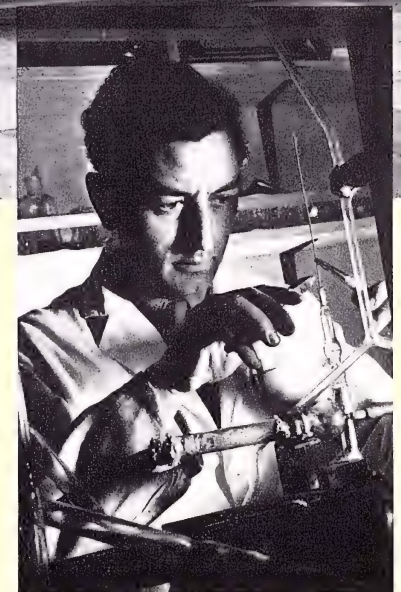
The Geological Survey of the Department of Scientific and Industrial Research will be accommodated in the new buildings of the Geology Department to link theory and practice to their mutual benefit in an entirely new way. Similarly it is hoped to establish other departments within the appropriate University department.



Quadrangle—Modern Style. A view through the windows of the Engineering School main entrance at the University of Canterbury. The central quadrangle of the Engineering School is a modern reminder of the Gothic and quadrangle of the old central area.



Below right: Well-Equipped Laboratories. A section of the well-equipped electrical machines laboratory of the Electrical Engineering Department in the new School of Engineering at Ilam.



When it celebrates its centennial in 1973, the University of Canterbury will in one sense be new walls in new surroundings, but its migration will have made it a closer-knit community better fitted than ever before to enhance its distinguished international reputation through teaching and research.

It will also provide Christchurch, Canterbury and New Zealand with an exciting and singularly beautiful complex of carefully-planned, modern buildings, gardens, courts, shrubberies, lawns and playing fields. The public are welcome to visit the campus and a guide service is provided.

Centre of the Scenic South

THE AFFLUENT SOCIETY of the mid-twentieth century Western World is able, and eager, to visit faraway places, and the welcome Canterbury affords, and the diversity of activity it offers, are as warm and as interesting as anywhere in the world.

In how many places, for example, could one return from shooting a well-pointed deer, or from landing a snow-water trout, and slip into a thermal pool to relax?

At the spa resort, Hanmer Springs, ringed by mountains supporting deer and wild pig, and adjacent to several trout bearing mountain rivers and streams, nothing could be simpler.

Or where else, indeed, could one leave a luxurious tourist hotel in the mountains and, minutes later step out on an alpine snowfield? The New Zealand ski-mounted aeroplane makes this commonplace.

And in how many countries are deer classed as “noxious animals” because of their numbers and the damage they cause to forests and pasture, and professional hunters, called “cullers”, employed to keep the numbers down?

Canterbury’s colourful and exciting hinterland—the mountains, the rivers and the lakes—have been brought right to the tourist’s hotel doorstep, right to the perimeter of the International Airport.

The extensive use of the ski-plane and the float-plane, the development in Canterbury of the jet boat which proved itself to the world by travelling up the entire length of the Colorado River—these forms of transport can take the visitor almost directly from his overseas aeroplane to the fishing lakes and rivers, the shooting country, the ski fields, and to the mountain tourist hotels.

An increase in tourism of 100 per cent is projected over the next five years. This is a big increase in anyone’s language.

Christchurch’s grand International Airport, with regular jet services from overseas, rated among the world’s best airports for safety, has had a big part to play in the expanding tourist business in Christchurch and Canterbury.

The big increases are contributed to by Australians, who continue to come over in ever larger numbers and the greatly increased number of visitors from the United States and Europe who come to Christchurch and Canterbury as the centre of the scenic south.

Accommodation is the tourist’s primary need, and Christchurch is keeping pace with this developing trade by expanding its facilities with new hotels, hotel extensions and motel construction.

This expansion is geared both to tourists with their more relaxed recreational needs, and to business and commercial visitors with their need for adequate conference facilities etc.

It is simple for the tourist from overseas to reach Christchurch. The international jet services operated daily into Christchurch International Airport by the New Zealand international carrier, Air New Zealand, and other carriers connect with all major world airlines and, therefore,



bring people from and convey people to all four corners of the earth.

If the visitor has made his New Zealand landfall elsewhere, there are numerous and regular air services into Christchurch from all parts of the country by several internal airlines.

Those who like to sleep while travelling can cross from the North Island by steamer express overnight. These large modern, fast ships ply between Wellington and Lyttelton, Christchurch's port.

They have always carried cars, these traditionally being loaded by crane, but now they are being converted to drive-on drive-off ships.

Another link between the islands is the Picton-Wellington rail and road shipping service, also drive-on drive-off. For the motoring tourist this daylight service is a much faster crossing and offers a scenic drive of 200 miles to and from Christchurch.

Wherever one goes in New Zealand, one finds an astounding scenic wonderland, and this certainly applies to Canterbury's diversity of scenic attractions, bounded as it is by the Alps in the west.

Placed as it is in the centre of the scenic South Island, Christchurch becomes an ideal starting point for anyone who wants to see any part of the island, who wants to ski in season, fish for salmon or trout, climb mountains, or stalk deer, wild pig, thar and chamois at any time of the year.



The delights not only of tourism but also enjoyed by the holidaying New Zealander. This attractive view is at the Hanmer Lodge baths. Hanmer is a holiday centre noted for its hot springs and is an easy drive on good roads, from Christchurch.

Easily accessible from Christchurch are the alpine resorts of The Hermitage at Mount Cook, and Arthur's Pass; the glaciers of the West Coast, the picturesque Marlborough Sounds to the north, with their boating and sea fishing, the mountain and forest-edged lakes to the south, and the magnificent fiord, Milford Sound, in the south-west of the island.

For winter sports enthusiasts, Christchurch has magnificent snowfields virtually on its doorstep—Mount Cheeseman, Craigieburn, Hanmer Springs and Arthur's Pass.

Arthur's Pass in particular, supports a considerable holiday population and offers interesting activity the year round, tramping and climbing in the summer, ski-ing and skating and snow fun in the winter and, of course, interesting walks in the Arthur's Pass National Park, which covers 120,000 acres.

The glorious alpine flora at the Pass is especially lovely in late summer.

The Mount Cook area amid the towering Southern Alps (dominated by Mount Cook, 12,349ft), with its famous luxury hotel, The Hermitage, has taken the mountaineering out of the mountains.

The visitor can, of course, go ski-ing (May to October) shooting or climbing, or he can sit in this marvellous hotel, with its fine services and cleverly placed view windows, and enjoy the ever-changing mountain scene.

The area has become very close to Christchurch through the Mount Cook and Southern Lakes Tourist Company's regular air services from the city.

And, once at The Hermitage, the visitor can take a further flight and land amid the mountains and snowfields in a ski-fitted aeroplane. These flights also take in the region's great glaciers.

The Mount Cook National Park includes forty miles of the most spectacular peaks of the Southern Alps. There are more than 140 peaks higher than 7000 ft and many of these



The crayfish plays an important part in Canterbury's fishing industry and provides a growing export trade.

can be seen from vantage points within easy walking distance.

The Tasman Glacier, easily seen from the road at the entrance to the Park is eighteen miles long and up to two miles wide, with ice more than 700 ft thick at one point.

The other main glaciers are the Mueller (seven miles), and Hooker (six miles), both within easy walking distance of The Hermitage, the Murchison (nine miles) and the Godley (seven miles).

More than 300 species of native plants grow in the park. They are in flower from November to January.

Red deer are found here, but the main game animals are Himalayan thar and the chamois. All do considerable damage, and shooting is encouraged.

This alpine region is among the world's finest mountaineering areas, both for the experienced and the newcomer. High level huts can be hired, and guiding services are available.

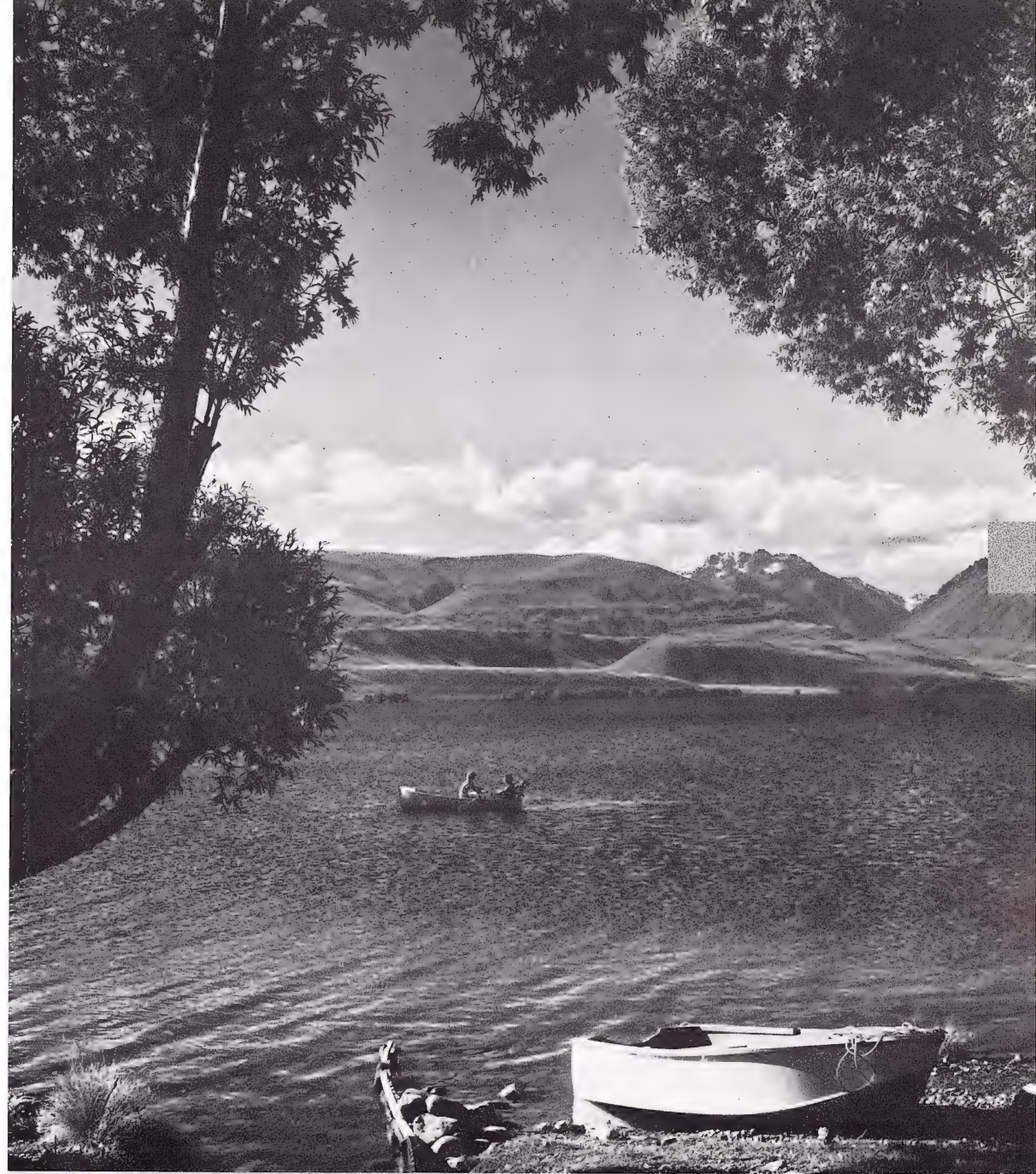
As well as The Hermitage, there are Tourist Hotel Corporation lodges in the Park, motels and a Youth Hostel. Camping and caravanning are permitted.

Much closer to Christchurch there are many charming, and milder spots for holidays. Akaroa for example, only fifty-one miles away, is one of New Zealand's most picturesque and historic towns. It has the distinction of having been settled by the French, though the British flag was hoisted two days before they arrived.

Its French character is still noticeable and beautiful Akaroa Harbour, once a great whaling centre, now offers launch trips, sailing and fishing.

One of the most delightful seaside townships in New Zealand, it stands apart from the main stream of the nation's life as a pleasantly dreamy, restful township. Its streets still have French names, and to the New Zealand eye many of its old homes have a foreign character.

Fine road access has made Akaroa a very popular weekend and holiday resort, yet it retains its gentle, restful character.



Beautiful Alexandrina. Power boating is forbidden on the lake and all fishing is done from rowing dinghies.



Top left: What more could one want for a family outing, whether for the day, or for several days during vacation? And there's a freshly caught trout on that fire.

Top right: The fast way up the mountain. Ski 'planes are common in Canterbury's mountains, and in keen demand by skiers, hunters or those who just want to enjoy and film scenic grandeur from close quarters.



Above: The dinner party is enjoying fine fare at one of Christchurch's superior restaurants which offer good food and wine and excellent service in appealing but unostentatious surroundings.



The colourful tulip garden is among New Zealand's biggest and its blooms go to flower markets all over the nation. Christchurch's climate is ideal for early blooms of all varieties, and commercial flower growing is an extensive industry.

Centre: Majestic Mount Cook (Aorangi, the "Cloud Piercer"), of 12,349ft, New Zealand's highest peak and nursery for climbers like Sir Edmund Hillary, conqueror of Everest, and many others who have climbed in Nepal and South America. Top: Yachting represents the other end of Nature's gamut for the sportsman. Canterbury has ideal facilities for aquatic sports.



Sport at the doorstep. Tourists can be conveyed from their hotels directly to their favourite sport, in this case trout fishing. The aeroplane has brought the whole of New Zealand, and Canterbury's rugged hinterland, to the city's doorstep.

Around Lyttelton Harbour, too, there are many attractive little bays, ideal picnic and swimming spots for day trips by road or sea.

The areas in Canterbury for hunting and fishing are numerous. Highways are of high standard, rental vehicles are always available and, where required, a "safari" service is provided for the visiting hunter or fisherman who wants to make the most of his time.

Christchurch itself has much to interest the visitor.

For example, the Summit Road, a remarkable scenic drive along the tops of the Port and Cashmere Hills, gives a magnificent vantage point from which to enjoy the beautiful colours and lights of the city, to gaze across the Plains to the distant snow-glittering Southern Alps.

In summer Christchurch's extensive beaches beckon, but in spite of the thousands who visit them they never become crowded. From Brighton northwards stretch miles of smooth white sanded beaches with the wonderful Pacific surf thundering in. Volunteer beach patrols watch over the safety of swimmers.

The Sign of the Takahe, a handsome stone restaurant in baronial style, high on the Port hills, is definitely worth a visit, for itself as well as for the view.

The Provincial Council Chamber and Provincial Government Building, on the banks of the Avon is a historic city landmark.

It is a magnificent sample of imported English architecture, particularly the wonderful stonework of the Gothic Chamber.

The Canterbury Museum stands by the entrance to the Botanic Gardens—both are outstanding attractions.

The Museum's old colonial court and Maori section are a "must" for every visitor.

Canterbury is the angler's paradise. Brown trout abound in most Canterbury rivers, and rainbow trout are equally plentiful in the back country lakes, like Tekapo, Ohau and Coleridge.

The lakes and rivers are stocked regularly by the Canterbury Acclimatisation Society.

Quinnat salmon is another popular game fish in Canterbury. Also introduced to New Zealand, it is to be found in the snow-fed rivers of Canterbury.

The trout fishing season for the rivers extends for seven months, from October 1 to April 30, but for the back country lakes starts a month later.

The salmon generally begin their runs about the end of December or early January.

An angler could catch a fish in any stretch of Canterbury water, even in the heart of Christchurch itself!

Schoolboys fish the Avon and its tributary streams in city and suburbs, and visitors are often amazed to see large brown trout caught by schoolboys from the river near the city's centre.

Ashburton, a thriving agricultural and commercial centre fifty miles south of Christchurch, is a good headquarters for the dedicated angler, and the Ashburton Acclimatisation Society is very active in stocking its rivers.



A beautiful mountain view, seen through the altar window of the Church of the Good Shepherd, Lake Tekapo.



Left: A suggestion of the English character which pervades Christchurch—boys of Christ's College on a bridge leading to Hagley Park with some buildings of the college, as old as the city itself, in the background.

Centre: Placid Akaroa, holiday harbour of Banks Peninsula and an easy drive from Christchurch. The haunting charm of this former French settlement gives it a place unique in New Zealand's history.
Top: The talented New Zealand Ballet Company during a performance.

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Wright Stephenson & Co Ltd
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Map of
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